

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. L.

NEW YORK, JANUARY 25, 1905.

No. 4.

"Back to the Mills"

A most familiar sight to habitues of Park Row are the great wagons loaded up with return copies of unsold papers. They come back by the ton, and are sent to the mills to be ground up again. Every copy of every paper there has been PRINTED, but not "CIRCULATED" in the true sense. They are as worthless to the advertiser as the paper not yet out of the mills.

It is likely that, in the case of papers of large circulation, the percentage of returns is comparatively small in proportion to the number of copies sold or otherwise distributed, yet the "return wagons" are ALWAYS LOADED, and their trips are FREQUENT.—*Mr. Artemus Ward in Fame for December, 1904.*

There is no News Stand "shelf" circulation (?)—no "Back to the Mills" percentage in the output of **The Woman's Magazine** of St. Louis. Our average for 1904—**1,623,967 Copies** and every copy went out in a separate wrapper—into a home.

Not a copy wasted. You don't see any copies of **The Woman's Magazine** in "Return Wagons" on Park Row or elsewhere—we ignore the news stand demand. We send them into the homes.

EVERY COPY CIRCULATES

A publication that lies on a News Stand "Shelf" for 3, 4 or 6 months, and is then returned to its publisher, to be consigned "Back to the Mills," or sent to the "Dump," IS NOT CIRCULATED.

The advertiser is charged for every copy printed. Paying for circulation by the Agate line, and receiving waste paper by the ton, is expensive business for the advertiser.

Any kind of circulation has a certain value, and you can test the *relative* value of the various kinds of circulation by a very simple system. If interested, write me on your business letter head, explaining your proposition. I will *try* to help you.

A. P. Coakley, Advertising Manager,

The Woman's Magazine

St. Louis, Mo.

Chicago, Hartford Bldg.

New York, Flat Iron Bldg.

See ROLL OF HONOR in this issue of PRINTERS' INK.

43,934 lines

IN THE MARCH ISSUE OF

THE BUTTERICK TRIO

THIS IS AN INCREASE OF **11,266 LINES**

Over the Corresponding Month of 1904

The forms for the March issue closed two weeks ago and, comparing it with the corresponding month of the previous year, we found the above increase, and show herewith the figures in detail:

	1904	1905	INCREASE
THE DELINEATOR	18,150	19,641	1,491
THE DESIGNER	8,294	12,758	4,464
NEW IDEA	6,224	11,535	5,311
Totals	<u>32,668</u>	<u>43,934</u>	<u>11,266</u>

This is an increase of **7,229** lines over the February issue and, if you are interested in advertising from any standpoint, it will afford you much thought and study to look over the advertising pages and see how well each announcement is taken care of in the make-up. If you are a food advertiser, look for the editorial matter on foods, the kitchen, etc., and you will find the advertisements alongside very appropriate. The same directions apply to other advertisements appropriate to other reading-matter.

We are now accepting copy for the April Numbers, forms for which close **February tenth**. There will be a substantial increase in April over March, and it is to your interest to have your advertisement appear and enter the 1,500,000 homes to which THE BUTTERICK TRIO will go between March eighth and fifteenth.

For rate cards, sample copies and further information, address

THOMAS BALMER, Advertising Manager
BUTTERICK BUILDING, NEW YORK

W. H. BLACK, Western Adv. Manager, 200 Monroe St., Chicago, Ill.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1893.

VOL. L.

NEW YORK, JANUARY 25, 1905.

No. 4.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

FOURTH PAPER.

It has been already stated that my business in the office of the *Boston Post* was to look after the collection of bills and accounts due to the office. Naturally, however, it came about, there being no advertisement solicitor employed, that Mr. James H. Beals, my chief, would suggest that as I knew Mr. So-and-So by sight I should step into his place of business and ask him if the advertisement seen this morning in the *Journal*, the *Advertiser* or the *Courier* should not also appear in the *Post*. Every one who has been young, and while young has attempted to solicit orders for advertising, can appreciate the dread with which I approached this or that great man to beg his patronage and the feeling of something almost like joy that welled in my bosom when I discovered that the man with the requisite authority was out to luncheon, or, better still, out of town. There were exceptions, however. The experiences were not all disagreeable. Now and then the advertiser seemed to want to see me, and gave an order as though it was a favor to him; and out of acquaintances begun or improved in this way I found friends who were pleasant then and useful and profitable in after years. If a young man represents a newspaper of merit, and will tell his story clearly, distinctly, and without circumlocution, he will have few experiences that he need regard as disagreeable and many times will admit, when the day is over, that its hours have not only

produced profit but pleasure and satisfaction as well.

Having become familiar with Boston, its crooked streets and alley-ways, I had a longing for a sight of the great metropolis, the City of New York, and one time, in midsummer, in the year 1860, my ambition was gratified. I was given a list of persons to be called on and consulted on the subject of advertising in the *Post*. There was also a package of bills for varying amounts for services rendered, as it seemed to me, at a date that indicated neglect on the part of the office bookkeeper that they had not been sent in before. I had a pass on the railroad to Stonington, Connecticut, and on the steamer from that port to New York and, better than all, a due bill taken in payment for advertising done in the *Post* for the Fifth Avenue Hotel. It was a grand hotel in those days, the finest in America. It had one grave fault, it was too far up-town, so far, in fact, that a business man could hardly afford the time needed to go and come. The Astor House, corner of Barclay street, the Metropolitan near Prince street and the St. Nicholas between were the popular houses.

Paran Stevens kept the Fifth Avenue, also the Revere House in Boston, the Continental in Philadelphia, the Battle House in Mobile, and I know not how many others, and the Fifth Avenue made more money than all the others, and more than any hotel had ever made before—and not many have ever made so much since. It was a gold mine. Amos R. Eno owned it. When Mr. Eno died his estate counted up numerous millions, but in the financial panic of 1857 he was "land poor" and became embarrassed. He had projected a

great block of stores, the walls were built, he was in a quandary, when one day Mr. Stevens came to him, induced him to change his stores into a hotel and advanced the money to enable him to carry out the new suggestion. Who looks at a plan of the Fifth Avenue Hotel, either of the ground floor or any other, will not fail to note that it is intersected by thick walls running from front to rear; and everyone knows that the principal office or exchange is planned precisely as it would be for an ordinary store, being of uniform width throughout the entire length.

It was at the Fifth Avenue that the western man was said to have had the experience I heard Senator Walcott, of Colorado, relate to the New England Society on one occasion. The man he disappeared, his family, who had accompanied him to the city, became uneasy about him. At last he came to his room and to the anxious inquiry of his wife, "Where in the world have you been all day?" he responded calmly, "I've just been in the cuspidor walking pro and con." Senator Platt, Governor Odell and many other Senators and Governors may be often found at this house to-day. It is perhaps the best specimen in the world (1905) of a hotel conducted on the American plan. I am living there myself this winter, but this is no paid notice. In this house in 1860 the writer first saw and rode in a passenger elevator or "lift," and in the place where it is situated there is to-day a notice that in the year 1859 was installed, in the space, "the first passenger elevator ever used in any hotel, or any other building, in this country or the world."

Paran Stevens was a Vermont man. It has been related that while young he thought well of himself when he owned and attended a well known stallion but, becoming a hotel man, he soon made himself the best hotel man America had ever seen. Late in life he married a beautiful girl who had been a mill hand in a cotton factory at Lowell, Mass. She long outlived her husband, became a leader in the ultra-fashionable set

in New York society, and the names of her daughter and of her daughter's daughter are often seen in society notes—the Hon. Mrs. Paget, etc., etc.

New York was different from Boston. One could stop on Broadway without creating surprise, and might stand in a doorway to look over memoranda without exciting attention or curiosity. The men whom I was to see about advertising orders were mainly out of town or out of business, and those against whom I had bills to collect appeared to be mainly out of business, or dead or both. I located one man in Morrisania, a place situated many miles away and approached by horse cars through Third avenue, fare five cents each way. After three trips, two made by appointment, this good man paid over to me \$2 on account. I never saw him more nor was the account ever balanced. Another man, a hairdresser, after some demur, paid me \$10, the amount of the bill against him, and ordered his advertisement stopped. He seemed to be pretty earnest about it. I got no other money. My feet were sore, my shoes were somewhat depleted in the matter of thickness of sole, I had collected \$12, and paid out sixty cents for car fare to and from Morrisania. I had my hotel bill entered on the back of the due bill I had in my pocket. It was \$12.50, being \$2.50 a day for five days (they charge more in 1905), and by means of my passes on boat and railroad was back in Boston after an absence of six days and six nights. I did not feel enthusiastic as I made my report to my employers and the office bookkeeper, but no fault was found, no unpleasant comments made; in fact, the tendency seemed rather in the direction of smiling acquiescence rather than any disposition to criticise. Some months afterwards I learned that the wonder on the part of the manager, who usually attended personally to New York business, was, not that I only collected \$12, but that I succeeded in getting so much as one dollar or, for that matter, so much as a cent.

"Mr. Batcheller said he wanted

(Continued on page 6.)

TELL YOUR STORY WHERE IT WILL BE HEARD

In planning an advertising campaign it is essential to select such media that will bring you in direct contact with the buying classes without waste of time and energy. Tell your "Story" where it will be heard by the purchasing classes in Montreal, Baltimore, Washington, Indianapolis and Minneapolis, by using the following-grade, home, evening newspapers:

THE MONTREAL STAR

Tell your advertising Story where it will be heard in Montreal through the columns of The Montreal Star. Largest English circulation in Montreal, and carries more advertising than all other English dailies combined.

Largest
circulation
in Balti-
more.

THE BALTIMORE NEWS

Tell your advertising Story where it will be heard in Baltimore through the columns of the Baltimore News. Reaches the people in their homes every evening.

This paper reaches ninety per cent of the occupied white homes of Washington.

THE WASHINGTON STAR

Tell your advertising Story where it will be heard in Washington through the columns of the Evening Star.

Larger circulation in Indianapolis than all other local papers combined. The place to tell your advertising Story.

THE INDIANAPOLIS NEWS

Read in ninety per cent of the homes of Indianapolis.

Tell your advertising Story in Minneapolis where it will be heard by the purchasing classes through the columns of the Minneapolis Journal. The clean, home newspaper of Minneapolis.

THE MINNEAPOLIS JOURNAL

DAN A. CARROLL

Special Representative

Tribune Building
New York

W. Y. PERRY,
(Mgr. Chicago Office)

Tribune Building
Chicago

his advertisement stopped," I reminded Mr. Beals when credit for the payment had been posted on the ledger. He made no comment and I repeated the statement, whereupon he looked at me with an amused expression and said, "I guess Batcheller has ordered that advertisement stopped as often as four times a year for the last four years."

CHICAGO PAPERS TWENTY-FIVE YEARS AGO.

January 11 the Little Schoolmaster received the following inquiry by wire:

Printers' Ink Publishing Co., New York City:

What was the estimated circulation of Chicago papers twenty-five years ago? Please answer at our expense.

TRIBUNE COMPANY.

The telegraphic answer given contained information taken from Rowell's American Newspaper Directory for 1879 as follows:

Chicagoer Neue Freie Presse,	not exceeding	5,000
Der Volksfreund,	" "	3,000
Evening Journal,	" "	10,000
Illinois Staats-Zeitung,	exceeding	5,000
Inter-Ocean,	" "	15,000
News,	" "	25,000
Skandinaven,	" "	1,000
Telegraph,	" "	15,000
Times,	" "	25,000
Tribune,	" "	25,000

MR. OSTRANDER CORRECTED.

Editor of PRINTERS' INK:

On page forty-six in the issue of PRINTERS' INK for September 28th appears an interview with Mr. Ostrander which induced Mr. S. R. Hall to criticise an advertisement appearing in the *Woman's Herald* as follows:

"I can call good witnesses in support of my contention. Mr. Ostrander is quoted in a recent issue of PRINTERS' INK as saying that 'small space pays well in the *Delineator*, but large ads do not.'"

to which I replied in letter to Mr. Hall that Mr. Ostrander was not justified in including the *Delineator* in such a statement, in view of the fact he had never used a large advertisement in the *Delineator*, so how could he know?

I also wrote Mr. Ostrander drawing his attention to the error, asking him whether that interview was correct, and he replies under date of December thirteenth:

"I have said that small space, in women's publications of the class to which the *Delineator*, the *Woman's Home Companion* and *Harper's Bazaar* belong, have paid me when I have used small space and have not paid when I have used large space."

Under date of December fourteenth I

excepted to that reply in his including the *Delineator* in an opinion regarding other "women's publications," in which he may or may not have used space, because that statement of experience regarding the *Delineator* was not justified, in view of the fact he had never used any large space in the *Delineator*; and I said, "How do you know; what right have you to say so? Any one would be justified in gathering from your statement that you had used large space in the magazines of the women's class to which you refer, and among them the *Delineator*, and it had not paid."

On December fifteenth Mr. Ostrander replies:

"You ask what right I have to make a statement which would justify any one in the belief that I have used large space in women's publications of the class to which the *Delineator*, the *Woman's Home Companion* and *Harper's Bazaar* belong. My answer is that I always have the right to speak the truth. I consider quarter-page, three-quarter page and full page spaces as 'large space,' as compared with what advertisers generally call 'small space.' I have used such spaces in magazines of the class in question. The largest of these tests was a three-column advertisement, costing \$987.50 in the *Woman's Home Companion* in November, 1903."

On December sixteenth I replied as follows:

"Your right to speak the truth is unquestioned; but you did not speak the truth when you said that large space in the *Delineator* would not pay; and I intend to publish as much of the correspondence as will make certain the fact that you spoke without telling the truth about the *Delineator*."

This I do, because on the tenth I gave Mr. Ostrander an opportunity to correct his statement which he declined to do.

When an advertiser claims that large space in certain publications does not pay; at the same time admits he has not used large space in that publication, it is about time that some basis of truth be secured. The advertiser, the agent and the publisher want facts in support of any policy—not criticisms based on mere assertions of opinions.

While I am an ardent advocate of the use of large space no one is more ready to acknowledge that large space is not a saving quality when used in magazines that do not have advertising value for the line in which that large space appears.

Mr. Ostrander went out of his way to mention the *Delineator* in connection with the use of large space. In 1892 he only used 7 lines in March, April and May; 5 lines in October, November and December, and in 1903, 14 lines in October, November and December. I cannot say that advertising in large space in the *Delineator* would pay Mr. Ostrander. Yours truly,

THOS. BALMER.

THE DATE

Circulation statements covering the year 1904, will be in time to have attention in Rowell's American Newspaper Directory for 1905—thirty-seventh year of publication—if they are received on, or before,

FEBRUARY 15

Orders and copy for display advertisements, and Publishers' Announcements should come to hand within the same time limit to insure proper attention, the submitting of proofs and the making of desired corrections.

Address

CHAS. J. ZINGG, Manager,
PRINTERS' INK PUBLISHING COMPANY,
Publishers and Proprietors
Rowell's American Newspaper Directory,
10 Spruce St., New York.

A LIVE COUNTRY WEEKLY.
THE METHODS OF A LARGE CITY
DAILY APPLIED TO THE WEEKLY
"REGISTER," RED BANK, N. J.—
BUILDING SUBSCRIPTIONS, LOCAL
ADVERTISING AND A WANT AD COL-
UMN—GENERAL ADVERTISING A
GOOD CLASS OF BUSINESS TO LEAVE
ALONE.

The weekly *Register*, of Red Bank, N. J., is a sixteen-page country newspaper, published forty miles from New York, in Monmouth County, the most fertile farming district of New Jersey. In a town of about 5,500 people it has long had a circulation in excess of 2,500 copies, and the average edition during 1904 was 3,035 copies. In appearance the *Register* is a cleanly printed journal, containing very little general news, but filled with local news that in tenor and interest reveals pretty high standards of editing. The country correspondent is there, with his little budget of neighborhood items, but his news is presented briefly and grammatically. Instead of sophomore essays by "Ye editor" there are short, pointed paragraphs under the heading of "Town Talk," dealing with real local issues. The advertising columns are well filled with fresh local store news, and there is a want column that seems to be part of the community instead of a side issue.

The Little Schoolmaster has known the Red Bank *Register* for many years, chiefly because its editor and publisher, John H. Cook, has steadily adhered to the practice of telling how many copies he printed, and because he has always manifested an interest in everything that promotes advertising, publishing and known circulation. Mr. Cook came up to New York a few weeks ago for the purpose of having the *Register* entered as a guaranteed paper in the American Newspaper Directory, drawing his check for \$100 as security for the black star that distinguishes such a rating. A talk about his paper revealed so many interesting points in the management of a country weekly that later a visit was made to Red Bank to get the whole story of the *Register*.

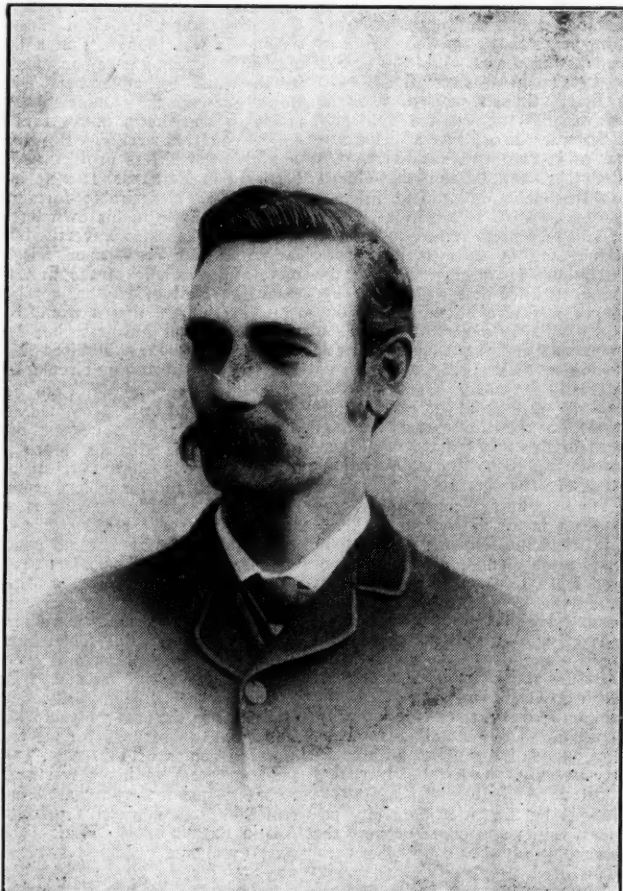
Red Bank had a population of

about 2,500 people in 1878 when Mr. Cook established his paper. He was then twenty-two years old, and left his father's farm to become a publisher because newspaper work appealed to him. The town had one weekly paper, the *Standard*, which had been published since 1844, and is still in existence. At various times rival papers had appeared, but never obtained a firm foothold. One in particular, the Red Bank *Leader*, was started by the late Julian Ralph, who had been a compositor on the *Standard*. Mr. Cook began with a capital of \$1,100, half of which was borrowed. It took four years to put the paper on a paying basis. Nearly \$5,000 more was borrowed before the books showed a profit. In 1881 the entire plant was burned, with a loss above insurance of \$1,100. Mr. Cook thinks that starting a newspaper was more difficult in those days than would be the case to-day because fewer people read newspapers then. During the first years a steady canvass was made for subscribers, but few readers paid their subscriptions. The names were kept on the books, however, on the principle that a new paper had to become known before it could become necessary, and become necessary before readers would pay for it. This proved to be sound logic. In 1882 the *Register* rose to the level of profit.

Twenty-seven weekly papers are now published in Monmouth County, but the Red Bank *Register* is the only one sold at \$1.50 a year. Twenty-four are dollar papers. The *Register's* subscription methods are based on those of a large city daily. In its natural territory are about 3,000 families. The present average edition of the paper shows how thoroughly this field is covered. Ninety per cent of these families are regular readers. By a complete system of canvassing and records Mr. Cook keeps track of every family in his territory. In some villages out of eighty-six families, seventy-nine are subscribers, and in each case it is known why the other seven are not on the lists. A small percentage is illiterate, some borrow the paper, others are newcomers

who have not become interested in local affairs. To each new family the paper is sent a month on trial, and this service Mr. Cook proposes to supplement with the Brooklyn *Eagle's* introductory letter. A small percentage of the circulation

scriber who will take the paper because he wants it. Premiums are never used, however, it being far wiser to invest several times their cost in promotion. He has found it very important to confine subscription work to the *Register's*



MR. JOHN H. COOK.

goes to New York City, among people who pass their summers at Red Bank and maintain an interest in the town. Canvassers keep close watch upon the paper's clientele, and Mr. Cook says he finds it profitable to spend \$3 to secure a sub-

natural territory. This he defines as the towns and country roads from which people come to Red Bank to trade. Where a farmer trades, there are his interests. He knows the merchants in his trading center, and is interested in

their offerings. He meets neighbors there, and finds his social life. Once in the history of the *Register* an attempt was made to get subscribers in two villages nearer Red Bank than certain others that had proved good territory. The people in these two villages traded at another town, however. During four years above \$500 was spent in canvassing them. Only \$10 or \$15 a year in subscriptions was realized, though, and as soon as canvassing stopped the subscriptions were discontinued. The center of interest was elsewhere. On the other hand, he finds that almost no reasonable investment in subscription work is too great where a village centers naturally in Red Bank, and in such territory subscription canvassing should be done on lines that will assure the paper a future clientele. In one such village, never canvassed, a man was sent regularly each week for more than a year, at a cost of about \$5 per week. The first year's returns were about \$15 in subscriptions, but the canvass was kept up, and in five years that village was producing \$300 in subscriptions and advertising.

The country newspaper was more a factor in general advertising when the *Register* started than it is to-day, and for a good many years Mr. Cook spent money in an endeavor to attract general business. He has done considerable advertising in PRINTERS' INK and tried methods of approaching agencies and advertisers direct, but with no very marked results in the shape of contracts. It is now his opinion that general advertising lies outside the province of a country weekly. General advertisers turn naturally to the large circulations of the cities, and city papers, with magazines, cover the territory of the country papers. The Red Bank *Register* prints almost no general news, because every one of its readers takes a New York daily paper. As it pays to print only local news, so it is most profitable to center attention on local advertising. At one time a list of general advertisers and agencies was circularized weekly for more than a year with postal

cards, booklets, folders, etc., giving facts about Red Bank. This brought not enough return to pay for the white paper sent out. At another time the *Register* entered a combination of four strong weeklies in Monmouth County—the Long Branch *Record*, Asbury Park *Press* and Freehold *Transcript*. It was thought that a list of four papers might be considered worth while by advertisers who would not take the trouble to ship plates to and keep books for a single country weekly. But this was also a fruitless project. Advertising in PRINTERS' INK he has regarded as a desirable form of general publicity in his own territory. He has also advertised in the American Newspaper Directory, and was one of the first to enter the Roll of Honor, not because he thought that it would result in general business, but because he has long admired Mr. Rowell for his stand on circulation.

Local advertising Mr. Cook regards as a field to be promoted actively at all times, and the one that brings the greatest return to the country publisher. Advertising that is fresh and readable, keeping readers informed as to what is on sale in the town's retail stores, is a valuable form of news to country people. The *Register* never solicits local advertising direct—that is, no canvasser is ever sent about town to hound merchants into advertising. But folders and cards are mailed them, and every effort is made to interest local business men in live publicity. Several times in the past ten years Mr. Cook has subscribed for several hundred copies of PRINTERS' INK, sending them to his advertisers. At another time he purchased several hundred copies of Charles Austin Bates's book, "Short Talks on Advertising." These have always produced a good effect where merchants will take time to read, but not all local advertisers do so. This led him to cut down his list of subscriptions to PRINTERS' INK, but whenever he finds a merchant who is a good reader of trade journals he sees that the Little Schoolmaster reaches him weekly. Some very good advertising was

undertaken when the *Register* entered the combination of four Monmouth County papers. This brought none of the general business that was expected, but by a system of interchanging space each paper in the combination ran an advertisement for one of the others weekly. As a result the *Register* became known outside its territory, and was brought to the attention of readers and advertisers who would be interested in it. The idea of changing copy has been preached so persistently to *Register* advertisers that four-fifths of its local advertising is new each week. Being fresh store news, it pays advertisers, and the increased cost of typesetting is more than justified by increased business. In one of the issues before Christmas, out of a total of ninety-six columns in the paper more than seventy-two were local advertising. General advertising was less than a quarter column, with the exception of a large ad carried regularly for Hahne's department store, in Newark. The *Register* aids merchants in the preparation of copy. For several years Mr. Cook subscribed to the *Washington Star* solely for its retail ads. He is an extensive reader of newspapers and magazines, and when an advertisement containing a good idea is found he clips and files it. A set of paper boxes is kept in his office for each line of retail advertising. They are marked "Clothing," "Bicycles," "Wagons," "Stoves," "Cigars," "Laundry," "Drugs," "Jewelry," etc. If copy is wanted for any of these lines the boxes give up suggestions and material in abundance. The *Register* is always a sixteen-page paper, its press facilities being such that more pages could hardly be added to accommodate a sudden increase of advertising. Such fluctuations are taken care of in a way that seems to be original with Mr. Cook. He buys white paper in three sizes. When advertising is moderate in volume the paper is sixteen pages, five columns to the page. When it increases a six column paper is printed, and for a heavy pressure of advertising a size known as

"six-column extra length" is used, the columns being about two inches longer than the regular six-column paper. Thus no advertising is left out, and the paper's news is not crowded.

An important feature of the *Register* is its want ad column. This has a large patronage among farmers, who are good advertisers of sales, stock, etc., and for help. The *Register* want ads bring results, and have been actively pushed by means that will call attention to them. Every week a little news story from the want ad column is printed, such as the account of some farmer who has been successful in selling surplus crops, or land, or finding lost articles. Last year the paper offered small cash prizes to school children for these little stories of want ad success, and many interesting articles were turned in, revealing better matter than the reporters could pick up. Mr. Cook intends to have a jingle competition this year on the lines followed by the Elizabeth, N. J., *Daily Journal*, set forth in PRINTERS' INK of January 11. One interesting feature of the *Register's* want ads is the bold-face display heading printed over each announcement. This makes them very conspicuous:

BREAD AND CAKE SALE.

A sale of homemade bread and cake will take place in the lecture room of the First Methodist church, Red Bank, next Saturday afternoon from two to five o'clock.

TURKEY SUPPER.

The Red Bank auxiliary of the Monmouth Memorial hospital will hold a turkey supper in the town hall on Thursday, January 28th, from 5 to 8 o'clock. Price of supper, 35 cents.

FARM TO LEASE.

Farm of about 200 acres, lying between Oceanport and Long Branch, to lease for one or more years. Apply to Mrs. Sarah J. Bance on premises or address at Long Branch City, N. J.

SALESMAN WANTED.

Salesman wanted to sell car paints, colors and shiftable stains on commission. Experience not necessary. Apply by letter to George B. Asplwall, Inc., No. 124 Halliday street, Jersey City, N. J.

Editorially, the Red Bank *Register* is independent Republican, maintaining party lines only so far as its editor believes in them. It has never hesitated to oppose a man or a measure, and is essentially a newspaper with a backbone. Mr. Cook has been indicted nearly a dozen times, and more than a dozen civil suits have been brought against his paper. Only one of the

indictments was ever tried, however, and in that instance the judge directed the jury to bring in a verdict of acquittal. None of the libel suits have ever been pressed. Mr. Cook believes that a newspaper editor must be ready to come out into the open and fight for principle, spending his money in the cause he believes to be right. Such an editor the people will support. Mere academic theories and sounding editorials do not appeal to them. When Red Bank was offered a Carnegie library on the Laird of Skibo's usual conditions, that the building be used only for library purposes, the *Register* opposed the offer, maintaining that a town library building should be utilized for meetings and other purposes, and that Red Bank could build its own library as easily as pay the annual ten per cent maintenance required by Mr. Carnegie. A loud opposition was brought to bear on the paper, and it looked for a time as though a Carnegie library was the thing nearest the whole town's heart. But when the matter was put to a vote, this opposition polled only fifty-six ballots. Those against the library were several hundred. They were the silent majority, and held the real conviction of the town. Mr. Cook edits his paper on principles that he learned when he read Herbert Spencer at fifteen. "First Principles," he says, gave him a very definite belief that certain things were right, and a knowledge why they were right, and showed him that certain other things were wrong, and why. He maintains that every newspaper editor should read Spencer. He has also been a reader of *PRINTERS' INK* since the Little Schoolmaster's first issue, and has a nearly complete bound file. Spencer taught him that a newspaper must not be an organ—that it can support principles, but not parties. In Monmouth County to-day there are only two or three old-fashioned party organs, and they are the least successful of the papers down that way. *PRINTERS' INK* taught him broad business principles, the value of planning for the future.

JAS. H. COLLINS.

ANOTHER RECORD.

During the year 1904 THE CHICAGO RECORD-HERALD maintained its lead, printing more Publishers' Advertising than any other newspaper in the entire West. It exceeded its nearest competitor, another Chicago newspaper, by 44,938 lines.

DES MOINES CAPITAL

Five thousand new subscribers were received on the last Bargain Day, December 28th, 1904, making a net gain of several thousand. \$34,000 in money was received on both new and old accounts.

Circulation for year 1904,	36,833
Present circulation almost	40,000

EASTERN OFFICES:
Chicago, 87 Washington Street.
New York, 166 World Bldg.

A LIFE INSURANCE AGENT'S ADVERTISING.

The advertising expenditure of a local life insurance agent is seldom large, even in cities of considerable size. Agents depend principally on personal solicitation for new business, and have never taken advantage of advertising to help discover and work on prospects. A life insurance agent in a town of 5,000 people advertising to the extent of several thousand dollars a year is therefore something of a novelty.

H. G. Hoffman is agent at Mount Sterling, Ky., for the State Mutual Life Assurance Co., of Worcester, Mass. His territory really comprises the whole eastern half of Kentucky, for which he is general agent, but his operations all center on his home town. Mount Sterling has no daily paper, and Mr. Hoffman's advertising takes the form of letters, folders, outdoor bulletins, etc. He has a mailing list of 4,000 names, and this is kept up by securing from each person for whom he writes a new policy the names of three friends, with a card of introduction to them. This he calls his "endless chain." It furnishes a constant supply of new material to work on. These "prospects" are seen in person and then put into the follow-up system. Folders and mailing cards are sent them at frequent intervals. Mr. Hoffman's literature is all of an inexpensive nature so far as printing is concerned, but forceful in argument. Following are two specimens of his copy:

IT'S HIS WAY—You are sure to die. It is not a very pleasant thought, but true. You know as well as anybody that you need insurance—that you have intended taking it, but just haven't taken the time. Now, just stop and think! You will be gone a long while when you do go, and your family will need three meals a day, just the same as now. Perhaps you haven't the time to grant an agent an interview; but it won't take you hardly any time to read over a sample policy that I will make out for you at your age and mail you, if you will only fill and return the back of this card—to-day! Suppose you were the wife and she the husband, and you knew that in case of his death you would be left nothing. Wouldn't you insist upon his carrying life insurance? Different when you think of it that way,

isn't it? Now is the time to act—to-morrow may be too late. To-day, and now, is the time. Yesterday was, to-day is, to-morrow who knows?

Just one minute in calling "Central" and asking for 128, and asking for a sample policy at your age may mean \$1,000 or more to your estate than you would probably leave under ordinary circumstances in event of your death. To be more explicit—I want to talk life insurance, so don't pull away. I'm not going to worry you, but would just like to show what we have to deliver. It won't cost you a cent, and may be the means of some day helping you out of a tight hole.

"I have found a good plan for a campaign is a birth list," says Mr. Hoffman. A number of men that I insure for, say, \$2,000, can easily carry \$4,000. It's hard to convince them when they take out their policies, however. But suppose I write Jones to-day for \$2,000. His birthday is in August. I get and deliver his policy and then six months ahead, or in February, file a card giving his name, residence and date of birth. I see him in February and it's pretty easy to show him that he hasn't missed his first premium very much. By doubling his policy and putting his premium six months apart it's the same in the "long-run." He finds it as easy to pay \$60 every six months as to plank down \$120 all at one time. Another very forceful argument is that in February his age changes, or rather after that month. By taking new insurance then he keeps his present age. By allowing it to go on he goes in one year older at a cost on each \$1,000 of from 60c. to 75c. and gets no additional benefits.

"I consider my policy-holders my very best advertising medium. I treat them with the same consideration as 'prospects.' It is a fault with most life agents that they are done with their ma: as soon as they close with him and pocket his first payment. But a policy-holder with whom you keep in touch is your best advertisement, constantly nulling for you."

"Talk with Hoffman" is a phrase widely known through this agent's territory, as he has thrown it into prominence by advertising. It appears on fences, roofs, dead-walls, sheds, barns and many other places along the country roads. Blotters,

envelope fillers, stickers and other small literature enable him to get publicity, the phrase giving cohesiveness to the whole. A unique convenience of Mr. Hoffman's invention is a monthly note for the payment of insurance premiums. This bears twelve coupons which are signed by the insured. The note is then deposited at a local bank and a coupon taken up once a month. Fifteen hundred of the Printers' Ink Press large postals were recently sent out at a cost of \$18.75, resulting in the writing of \$12,000 in new business, on which the profit to the agent was \$258.75. A monthly paper called *Hoffman's Talk* has recently been started and is mailed to 5,000 names.

Mr. Hoffman has managed the Mount Sterling office two and a half years. At first a local agent, he made such a success that the State Mutual appointed him general agent for eastern Kentucky. This company has only one other general agent in the State, whose headquarters are at Louisville. Mr. Hoffman says that he has written \$60,000 more business this year than the Louisville office, all of which he traces to advertising. He has been a reader of PRINTERS' INK for many years, and depends on the Little Schoolmaster for help and suggestions.

JAMES M. ROSS.

BLOTTER ADVERTISING.

310 Cherry Street.
PHILADELPHIA, Jan. 13, 1905.

Editor of PRINTERS' INK:

Knowing that you are interested in everything pertaining to advertising and its results, thought you might like to repeat the following incident to your readers.

A couple of weeks ago we received a postal request to have a representative call. The result of the visit was a fair size order. As we are doing considerable advertising of various kinds all the time, we wish to learn so far as possible the source of inquiries, so asked the customer how they came to write to us. Imagine our surprise when we were shown a blotter about five years old, and which we were told has been in the desk all that time, the desk having just been taken out of storage where it had been for over two years.

Does blotter advertising pay? We say "yes," when it goes hand in hand with delivering the goods, as we do.

Yours very truly,

THOMSON PRINTING COMPANY,
H. D. Snyder.

WANTS TO BE GOOD—BUT NOT TOO GOOD.

LEXINGTON, KY., Jan. 13, 1905.

Editor of PRINTERS' INK:

Every now and then we read announcements in the newspapers or advertising journals that some newspaper has decided to reject in the future all "improper advertising," at a great financial loss, and that this righteous decision has been indorsed by the clergy and other moral forces in the community; but we do not recall ever having seen a definition of just what is meant by the general term "improper advertising." Some years ago we remember that a Cincinnati paper announced with a flourish of trumpets that it had expurgated its advertising columns, and that in the future it would accept nothing but what was pure and proper, which move was duly exploited and appropriately commended by the good people of Cincinnati. Quite recently a similar announcement was made by a Boston newspaper, and from time to time other newspapers declare their purpose to lead "purer and better lives." We have never been able to notice any appreciable difference in the advertising columns of the aforesaid Cincinnati newspaper, which seems to carry just as many harrowing and suggestive advertisements of all kinds of "medical specialists" and "private practitioners" as any paper that has not gone through the expurgating process, and we are tempted to believe that these announcements are sometimes made for the purpose of securing a larger line of the class of business that is dangerously near the border line and that many people regard as objectionable. In the interest of higher journalistic ethics will PRINTERS' INK kindly advise its newspaper friends what class of advertising is tabooed by newspapers that sincerely expurgate their advertising columns. The *Leader* does not wish to publish any advertising which may be regarded as unclean, improper or unduly suggestive, but it does not want to be a "prude" among newspapers, and would like to know where the line is usually drawn by discriminating publishers. We have no doubt that scores of other newspapers will be interested in a discussion of this question, and we hope to have PRINTERS' INK enlighten them and us on this subject.

Yours truly,

LEXINGTON "LEADER,"

Sam J. Roberts, Proprietor.

If you would run a clean paper, and have some doubts whether a certain ad ought or ought not to be excluded—you must exclude it.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Takes the place of 220 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 152,062

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 30 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Every Advertiser

Does well to study the three sets of small advertisements appearing in every issue of **PRINTERS' INK** under the three distinctive headings:

A Roll of Honor

THE WANT-AD MEDIUMS

A Large Volume of Want Advertisements is a Popular Vantage for the Newspaper in Which It Appears.

(OO) GOLD MARK PAPERS (OO)

Examination reveals the fact that every paper announced under either of the above captions is one of peculiar value: that to gain admission in the Roll of Honor or the Gold Mark List it is necessary that the paper shall be possessed of a specified distinction that costs nothing but that money cannot buy.

In some instances a paper may be entitled to a position in two of the lists. Such a paper must, of necessity, be of peculiar value. What, then, shall be said of a paper that is entitled to mention under all of the three headings?

ALABAMA.

Birmingham. Ledger. *dy.* Average for 1903, 16,670. *1st 9 mos.* '04, 19,352. *E. Katz, S. A., N. Y.*

ARIZONA.

Phoenix. Republican. Daily average for 1903, 6,082. *Ch. A. T. Logan Special Agency, N. Y.*

ARKANSAS.

Little Rock. Arkansas Methodist. Anderson & Miller, pubs. Actual average 1903, 10,000.

Little Rock. Baptist Advance. *wy.* Av. 1903, 4,550. *Nine months ending Oct. 27, 1904, 5,111.*

CALIFORNIA.

Fresno. Morning Republican. *daily.* *Aver.* 1903, 5,160. *1st 9 mos.* '04, 6,299. *E. Katz, S. A., N. Y.*

Mountain View. Signs of the Times. Actual weekly average for 1903, 22,542.

Redlands. Facts. *daily.* Daily average for 1903 1,456. *No weekly.*

San Francisco. Call, *47y* and *S'y.* J. D. Spreckels. Actual daily average for year ending Oct., 1904, 62,206; Sunday, 87,198.

San Jose. Pacific Tree and Vine. *mo.* W. G. Robbman. Actual average, 1903, 6,185. Last three months, 1904, 10,000.

COLORADO.

Denver. Clay's Review; weekly; Perry A. Clay. Actual average for 1904, 10,926 (*).

Denver. Post. *daily.* Post Printing and Publishing Co. Average for 1903, 28,798. Average for December, 1904, 45,078. Gain, 8,716.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford. Times. *daily.* Average for 1904, 17,547. *Perry Lukens, Jr., N. Y. Rep.*

Meriden. Morning Record and Republican. *daily.* Average for 1903, 7,582.

New Haven. Evening Register. *daily.* Actual av. for 1904, 13,618; Sunday, 11,107.

New Haven. Goldsmith and Silvermith, *monthly.* Actual average for 1903, 7,517.

New Haven. Palladium. *daily.* Average for 1903, 7,625. *E. Katz, Special Agent, N. Y.*

New Haven. Union. Av. 1903, 15,827. *1st 9 mos.* 1904, 16,005. *E. Katz, Special Agent, N. Y.*

New London. Day, *ev'g.* *Aver.* 1904, 5,855. Average gain over '03, 242. *E. Katz, Spec. Ad. Agt., N. Y.*

Norwalk. Evening Hour. Daily average year ending June 1, 1904, 5,128 (*).

Norwich. Bulletin, morning. Average for 1903, 4,988; for 1904, 5,250.

Seymour. Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

Wilmington, Morning News. Only morning paper in State. Aver. cir. 10,000 for 3 months.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 34,083 (©©).

National Tribune, weekly. Average for 1904, 100,209.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, d'y. Av. 1903, 8,298, 1st 6 mos. '04, 8,881. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, d'y. Av. 1904, 43,688, Dec., 1904, 43,744. Semi-weekly 45,567.

Atlanta, News. Actual daily average, 1904, 24,230. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

IDAHO.

Boise, Capital News, d'y and w'y. Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 3,475. First 6 mos. 1904, d'y 3,016, w'y 3,868.

ILLINOIS.

Calro, Bulletin. Daily and Sunday average 1904 to Nov. 30, 1,916; month of Nov. 30, 2,110.

Calro, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First four months 1904, no day's issue of less than 2,600.

Chicago, Bakers' Helper, monthly (\$2.00). H. R. Cilasoid. Average for 1904, 4,100 (©©).

Chicago, Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt (Clough, adv. mgr. Guaranteed circulation 30,000 copies, reaching over one-fourth of the American medical profession.

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,890, 39 weeks ending Sept., 39, 1904, 68,157.

Chicago, Farmers' Voice, Actual weekly average year ending September, 1904, 22,502 (3).

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1904, 4,926 (©©).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1903, 11,646.

Chicago, Journal Amer. Med. Assoc. W'y. av. 1903, 28,615. July, Aug., Sept., 1904, 32,381.

Chicago, Musical Leader & Concert-Goer, w'y. Aver. year ending January 4, 15,548.

Chicago, National Harness Review, mo. Av. for 1903, 5,291. First 8 mos. 1903, 6,250.

Chicago, Record-Herald. Average for 1903, daily 154,218, Sunday 191,517.

Chicago, Retailers' Journal, monthly. Devoted to the grocery interest. Guaranteed circulation 11,000. 36 La Salle St., Chicago.

Clayton, Enterprise, weekly. No issue since 1903 less than 1,008 copies.

Kewanee, Star-Courier. Av. for 1903, daily 3,088, w'y, 1,414. Daily 1st 6 mos. '04, 3,296.

La Salle, Ray-Fromien, Polish, weekly. Average 1903, 1,805.

Peoria, Star, evenings and Sunday morning. Actual noon average for 1903, 22,197.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Sworn av. '03, 12,618; '04, 12,684. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. 1903, d'y 12,852, 1st 6 mos. '04, 14,160. E. Katz, S. A., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 24,574. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, d'y. Aver. net sales in 1903, 69,855, August, 1904, 75,841.

Indianapolis, Star. Av. net sales for Nov. (all returns and unsold copies deducted), 25,614 (3).

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,659.

Muncie, Star. Average net sales for Nov. (all returns and unsold copies deducted) 27,497.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,082.

Richmond, Sun-Telegram. Sworn av. 1903, d'y, 5,511. For Feb., 1904, 5,944.

South Bend, Tribune. Sworn daily average 1904, 6,589. Sworn average for Dec., 6,887.

Terre Haute, Star. Av. net sales for Nov. (all returns and unsold copies deducted), 20,405 (3).

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, d'y, 1,951; w'y, 3,872.

IOWA.

Davenport, Times. Daily aver. 1904, 9,395, Daily aver. Dec., 1904, 9,795. Chr. guar. greater than all other Davenport dailies combined.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir. n, 1903, 89,681. March, 1904, 40,856.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average for 1903, 21,598. Average for first six months 1904, 25,808.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1903, 45,576. B. D. Butler, N. Y. & Chicago.

Des Moines, Wallace's Farmer, w'y. Est. 1879. Actual average for 1903, 55,769.

Muscatine, Journal, Daily av. 1904, 5,240, emi-weekly 5,089, daily, December, 5,907.

Ottumwa, Courier. Daily average for December, 1904, 5,192. Tri-weekly average for December, 1904, 7,975.

Sioux City, Journal. D'y. av. for 1903 (sworn) 19,492, daily av. for first nine months of 1904, 21,272. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1903, 2,768, weekly 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125.

KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 5,532; growing fast.

Lexington, Leader. Av. '03, 2,828, Sy. 4,092, 1st q'tr '04, d'y 3,928, Sy. 5,448. E. Katz, agt.

Louisville, Evening Post, d'y. Evening Post Co., pub. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year end. June 30, '04, net paid cir. 2,927.

Paducah, The Sun. Average for December, 1904, 2,961.

LOUISIANA.

New Orleans, The Southern Buck, official organ of Ekdom in La. and Miss. Av. '03, 4,780.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269, 995.

Bangor, Commercial. Average for 1903, daily 3,215, weekly 29,006.

Dover, Piscataquis Observer. Actual weekly average 1903, 1,904.

Lewiston, Evening Journal, daily. Aver. for 1903, 6,814 (©©), weekly 15,453 (©©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1903, 8,041.

Portland, Evening Express. Average for 1903, daily 11,740, Sunday Telegram 8,090.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1904, 55,784. For December, 1904, 55,498.

MASSACHUSETTS.

Boston, Evening Transcript (©) (412). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average for 1904, daily, 198,705. Sunday, 298,568. Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Post. Average for 1903, daily, 178,508; for 1904, 211,321. Boston Sunday Post, average for 1903, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 30 cents per page line, flat, run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1824. Actual daily av. 1903, 73,534. In 1903, 75,644. For the first six months of 1904, daily average, 82,310. Repr.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. \$1. Aver. for year end'd Dec. 31, 1903, 20,250. Dec. 31, 1904, 20,664. Over 90 per cent paid subscriptions. Page rate, \$22.40 flat, pro rata.

Gloucester, Cape Ann News. Actual daily average year ending February 15, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams, Transcript, even. Daily net av. 1903, 5,267. Daily av. printed Oct., 1904, 6,105.

Springfield, Good Housekeeping, mo. Average 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (©). Average Jan., 5,150. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 5,912. Aver. 1st 6 mos. of 1904, 4,100.

Flint, Michigan Daily Journal. Aver. year end-Dec. 31, '04, 6,512 (3). Av. for Dec. 3, 232 (3).

Grand Rapids, Evening Press, dy. Average 1903, 37,499. 44,290 aver. daily to Sept. 1, 1904.

Grand Rapids, Furniture Record (©). Only national paper in its field.

Jackson, Press and Patriot. Actual daily average for 1903, 5,649. Av. Dec., 1904, 6,977.

Kalamazoo, Gazette, daily, 1904, 10,811 Dec. 11, 957. Largest circulation by 4,500.

Kalamazoo, Evening Telegraph. First six mos. 1904, dy. 9,551, June, 9,520. a-w. 9,281.

Saginaw, Courier-Herald, daily. Sunday. Average 1903, 8,225; November, 1904, 11,508.

Saginaw, Evening News, daily. Average for 1904, 14,816. Dec., 1904, daily 14,778.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1903, 68,686.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 78,854. First six months 1904, 79,500.

Minneapolis, Journal, daily. Journal Printing Co. Aver. for 1903, 57,039; 1904, 64,535; December, 1904, 60,452.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,057.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily, 1904, daily average, 87,929; last quarter of 1904 was 92,222; Sunday 71,321. Daily average for December, 92,510.



Only Minneapolis daily listed in Rowell's American Newspaper Directory that regularly publishes its circulation over a considerable period down to date in a Roll of Honor, and a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.

St. Paul, Der Wanderer, with ag'l sup.. Der Farmer im Westen, wy. Av. for 1903, 10,500.

St. Paul, Dispatch, dy. Aver. 1903, 55,044. Present average 57,624. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1903, 75,026.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 31,541.

St. Paul, News, daily. Actual average for 1903, 35,816. B. D. Butler, N. Y. and Chicago.

St. Paul, Pioneer-Press. Daily average for 1903 34,298, Sunday 50,955.

St. Paul, The Farmer, s-mo. Rate, 35c. per line, with discounts. Circulation for year ending June, 1904, 81,500. Present average, 85,000.

St. Paul, Volkszeitung. Actual average 1904, dy. 12,685, wy. 28,657. Sonntagsblatt 28,640.

Winona, Republican and Herald, daily. Average year ending June, 1904, 4,126.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510, Oct., 1904, 12,507. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,265, weekly 185,725.

Kansas City, World, daily. Actual average for 1903, 61,232. B. D. Butler, N. Y. & Chicago.

Springfield, Sunny South, monthly. Actual average for 1903, 2,855.

St. Joseph, News and Press. Act. daily aver. for 1904, 35,057. Smith & Thompson, East. Rep.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 37,950.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (©). Eastern office, 59 Maiden Lane.

St. Louis, Star. Actual daily average for 1903, 64,578.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1903, 68,553; average for 1903, 106,625; average for 1904, 104,750.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,245,511. Actual proven average for past 12 months 1,611,935. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,165, September, 1904, 15,795.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,803.

Lincoln, Freie Press, weekly. Actual average for year ending June, 1904, 152,055.

Omaha, Den Danake Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1903, 29,084.

Omaha, News, daily. Actual average for 1903, 41,524. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua, Telegraph, dy. and wy. Daily aver. 10 mos. '04, 2,570; October, '04, 3,169.

NEW JERSEY.

Camden, Daily Courier. Est. 1876. Net aver. circulation for 8 mos. end. Aug., '04, 8,229.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,997; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1904, 21,106. Last 3 mos. 1904, 21,816.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily 53,896, Sunday, 16,291.

Newmarket, Advertisers' Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Washington, Star, w. Scorn av. '03, 8,759. Scorn aver. for year ending Sept. 1, '04, 8,904.

NEW YORK.

Albany, Journal, evening. Journal Co. Daily average for September, 21,656.

Albany, Times-Union, every evening. Establ. 1856. Average for first three months 1904, 29,626.

Batavia, News, evening. Average 1903, 6,487. Six months 1904, 6,810.

Binghamton, Evening Herald, daily. Herald Co. Average for first three months 1904, 13,210.

Buffalo, Courier, morn.; Enquirer, even. W. J. Conners. Aver. for 1903, morning 50,832, evening 53,082; Sunday average 68,586.

Buffalo, Evening News. Daily average 1903, 79,408. First 3 months 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1904 av., 5,636. Av. December, 5,731.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,245. Only Dem. paper in county.

Lyons, Republican, established 1831. Chas. H. Betts, editor and prop. Circulation 1903, 2,521.

Mount Vernon, Daily Argus. Average 1903, 2,989. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1903, 4,437. 1,600 more than all other Newb gh papers combined

New York City.

American Machinist, w., machine construc. (Also European edition.) Average 1903, 29,475.

Army & Navy Journal, Est. 1863. Actual weekly average for 52 issues, 1904, 9,371 (©©). W. C. & F. F. Church, Pubs.

Bakers Review monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 27,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Guen. Pub. Co., Ltd. Aver. for 1903, 26,912 (©©) (689).

El Comercio, mo. Spanish export. J. Shep and Clark Co. Average for 1904, 7,392.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,885 (©©).

Forward, daily. Forward Association. Average for 1903, 45,241.

Four-Track News, monthly. Actual av. paid for six months ending December, 1904, 101,666. January edition guaranteed 130,000.

Haberdsasher, mo., est. 1831. Actual average for 1904, 7,000. Binders affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500.

D. T. MALLETT, Pub., 53 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,977 (3¢). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 245,946. Present average circulation 300,168.

Music Trade Review, music trade and art weekly. Average for 1903, 5,555.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. circ. 6,402.

Pocket List of Railroad Officials, qly. Railrd & Transp. Av. 1903, 17,992; April, 1904, 19,728.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,-918**. Actual gain over 1903, **3,917**.

The People's Home Journal, 525,166 monthly, Good Literature, 452,388 monthly. Average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Ladies' World, mo., Household. Average net paid circulation 1903, 480,155.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1903, 11,987.

The World. Actual aver. for 1903, Morn., 275,607, Evening, 557,102, Sunday, 583,656.

Rochester, Case and Comment, mo. Law. Av. for 1903, 20,000; 4 years' average, 20,186.

Schenectady, Gazette, daily. A. N. Liecby. Average for 1902, 9,097. Actual average for 1903, 11,625, 1904, 12,674.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1903, daily 53,107, Sunday 55,496.

Tiien, National Electrical Contractor, mo. Average for 1903, 2,708.

Tiien, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

War-saw, Western New-Yorker. Smallest bona fide issue since Oct. 1, 1904, was 5,000 copies.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1903, 5,582; Sunday, 6,791; semi-weekly, 8,800. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actua average 1903, 5,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. First five months 1904, 10,164.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. Lu Caste & Maxwell, N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903, 5,452. Guar. 6,700 after Nov. 1, 1904.

OHIO.

Akron, Beacon Journal. Average 1903, 5,208. N. Y., 525 Temple Court. Av. Nov., 1904, 10,702.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 69,759. Dec., 1904, 81,415 daily; Sunday, 69,564.

Mansfield, Daily News. Act. aver. year end. June 30, '04, 4,250 (3¢). First 6 mos. '04, 4,552 (3¢).

Springfield, Press Republic. Aver. 1903, 9,288. April, '04, 10,155. N. Y. office, 523 Temple Court.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. D'y av. '03, 11,009. Lu Caste & Maxwell, N.Y., Eastern Reps.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,514.

Zanesville, Times-Recorder. Sworn av. Oct., 1904, 9,571 (38). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1903, 28,020.

Guthrie, Oklahoma State Capital, dy. and wy. Aver. for 1903, July 20, 662, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 23,119.

Oklahoma City, The Oklahoman. 1904 aver., 8,104; Dec., '04, 9,401. E. Katz, Agent, N.Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

Portland, Oregon Daily Journal. Actual average for 1904, 15,204. Actual average December, 17,598.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1903, 8,187. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, 5,088.

Erie, Times, daily. Aver. for 1904, 14,257. Dec., 1904, 14,984. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Dy. sworn av. Dec. '04, 1,726. Largest circn. in Harrisburg guar'd.

Philadelphia, American Medicine, wy. Av. for 1903, 19,527. Av. March, 1903, 16,827.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 592,840. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



Awarded June 25th, 1902, by "Printers' Ink," "The Little Schoolmaster" in the Art of "Advertising to the Farm Journal." After a canvassing of merits extending over a "period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

December Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of December, 1904:

1	145,781	17	144,160
2	145,994	18	Sunday
3	145,036	19	144,729
4	Sunday	20	144,286
5	144,255	21	143,779
6	145,183	22	142,965
7	145,783	23	148,161
8	142,744	24	144,810
9	143,843	25	Sunday
10	139,087	26	Holiday
11	Sunday	27	142,671
12	142,880	28	143,966
13	142,978	29	142,986
14	142,603	30	142,564
15	148,625	31	142,847
16	144,785		
Total for 26 days			3,744,095

NET AVERAGE FOR DECEMBER

144,003 copies per day

BARCLAY H. WARBURTON, President.
Philadelphia, Jan. 6, 1904.

Philadelphia, German Daily Gazette. Average circulation first six mos. 1904, daily 48,942, Sunday 87,268. Sworn statement. Cir. books open.

Philadelphia, Press. Daily average year ending Dec. 31, 1904, 118,242 net copies sold.

Philadelphia, Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia, The Grocery World. Actual average year ending August, 1904, 11,741.

In
Philadelphia
Nearly
Everybody
Reads
The
Bulletin.

NET PAID DAILY

AVERAGE CIRCULATION

FOR DECEMBER

190,825 Copies.

Pittsburg, Labor World, wy. Ar. 1904, 22.
618. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle. Official county organ. Daily average 1903, 6,648.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit. America's Greatest Weekly. Net paid average 1904, 198,758. Smith & Thompson, keps., New York and Chicago.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average daily for 1904, 16,550 sworn.

Providence, Daily Journal, 16,485 (©©). Sunday, 19,392 (©©). Evening Bulletin 26,356 average 1903. Providence Journal Co., pubs.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,450. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for third 3 months 1904, 5,974.

Columbia, State. Actual average for 1904, daily 8,164 copies, per issue; semi-weekly 2,251, Sunday 9,417. Actual average for last six months of 1904, daily 8,628; Sunday 9,912.

TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average November and December, 47,044 (*).

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,939, Sunday 28,080, weekly 77,521 (64). 1st 6 months, 1904, daily 28,447, Sunday 45,898, weekly 88,109.

Nashville, Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,851. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton, Denton Co. Record and Chronicle w'y. W. C. Edwards. Average for 1903, 2,659.

El Paso, Herald. Dy. av. 1903, 2,265; April, 1904, 4,254. Merchants' canvass showed Herald in 50 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527; 1904, 1,881.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1904, 8,161.

Burlington, Free Press. Daily av. '03, 5,566, 8-13 mos. to Sept. 15, 6,354. At present 6,900. Examined by Association of American Advertisers.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn at Aug., 1904, 6,161.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1903, 5,095; for 1903, 7,483; for 1904, 9,400.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 37,414. The largest circulation between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,618. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation 1st 6 months 1904, daily 56,548, Sunday 45,679. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; w'y., 8,912. Average 6 mos. 1904, dy., 14,272; Sy., 18,294; w'y., 9,501. S. C. Beck with, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1903, 2,501 (1054).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,329. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Chronicle. Daily average 1904, 6,440 (*). Average Dec. 1904, 6,685 (*).

La Crosse, Leader-Press evening. Actual average 1904, 6,879. Average Dec., 1904, 6,588.

Milwaukee, Evening Wisconsin, dy. Evg Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; November, 1904, 27,997 (©©).

Milwaukee, Germania-Abendpost, dy. Av. for year end'g Feb., '04, 28,876; at Feb., '04, 24,303.

Milwaukee, Journal, daily. Journal Co., pub. At end Nov., 1904, 26,688. Nov., 1904, 26,984.

Oshkosh, Northwestern, daily. Average for 1903, 6,458. First six months 1904, 7,228.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 6,702.

Racine, Wisconsin Agriculturist, weekly. Established 1871. Aver. for 1903, 25,181. First 10 months 1904, 26,754. Advertising, \$2.80 per inch.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1903, 2,709.

Rock Springs, Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,532.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1903, 5,859; December, 1904, 8,157.

Victoria, Colonist, daily. Colonist P. & F. Co. Average for 1903, 3,695; June, 1904, 4,805.

MANITOBA, CAN.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—it's exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 18,902. Daily, November, 1904, 28,267.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for September, 1904, 6,806.

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average year ending December 31, 21,228; for Dec., 25,294.

Toronto, The News. Largest circulation of any afternoon paper published in Ontario. Aver. 1st nine mos. '04, 25,187. Av. for Dec., 27,428.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1860. Actual aver. daily 1904, 25,550; weekly, 18,856.

Montreal, La Presse. Trefle Berthiaume, publisher. Actual average 1903, daily 72,594. Average April, 1904, 80,116.

Montreal, Star, dy. & w'y. Graham & Co. Av. for '03, dy. 55,127, w'y. 122,269 (1145). Six mos. end May 31, '05, dy. av. 55,147, w'y. 122,157.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—Webster's Dictionary.

Out of a grand total of 23,365 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

GEORGIA.

THE MORNING NEWS (◎◎), Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory

KENTUCKY.

THE COURIER-JOURNAL (◎◎), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—The highest technical authority in journalism.—Brooklyn Eagle.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (◎◎).

D. T. MALLETT, Pub., 253 Broadway, N. Y.

THE NEW YORK TIMES (◎◎). "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily free of returns.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's paper. Goes weekly to wealthy recreationists. Write.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

PENNSYLVANIA.

THE PUBLIC LEDGER (◎◎), the ONLY newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks: Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial, Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

THE PITTSBURGH DISPATCH (◎◎), Pittsburg, Pa. Delivered in more homes in Pittsburg than any other two Pittsburg newspapers.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (◎◎) the recognized medium in its territory for investors. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Dozen Newspapers.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (◎◎)

Canada's National Newspaper. United States representatives BRIGHT & VERREE, New York and Chicago. Sworn circulation exceeds 50,000.

THE COLOR OF THE STAMP IS IMPORTANT.

As demonstrating the prejudice of busy men against the green stamp, a lot of mail was sent out recently, one half of it bearing two-cent stamps and the remainder bearing two one-cent stamps on each letter—all went as first-class mail; the 500 letters bearing red stamps brought nearly three times the number of replies received from the 500 others—I suppose it just happened that way, but in numerous test cases I have noticed that it always happens that way. It takes red stamps to reach a busy man; if you want your letters read you must have the stamp red.—Franklyn Hobbs, Chicago.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.50 for a full year, ten per cent discount, or \$18.75 spot cash, if paid wholly in advance.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, Jan. 8, 1905, contained 3,880 classified ads, a total of \$4 1 10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the EVENING JOURNAL for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Evening Journal." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C. EVENING STAR (©) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,030 individual advertisements. Of these 265,556 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. The DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post Office Review.

INDIANA.

THE Indianapolis News during the first six months of 1904 printed 66,340 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 157,217 separate paid Want ads during that time.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,335 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,960 lines; the Sentinel 4,516 lines, and the Sun 2,63 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,383 more "Want" ads than any other Boston paper. It printed a total of 417,228 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; 5c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty six per cent more Want ads during 1904 than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,039; 1904, 54,335.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,044; now 57,625.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word., Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want ad" medium at Nebraska's capital. Guaranteed circulation exceeds 15,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE Post-Express is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Great est Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want ads as any other paper.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 9,401. Publishes more Want ads than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cents a line.

BULLETIN Want ads pay, because "In Philadelphia nearly everybody reads **THE BULLETIN**." Net paid daily average circulation for December, 100,825 copies. (See Roll of Honor.)

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 25c.; weekly, 6c. line. Big results from little talk.

THE MILWAUKEE SENTINEL not only leads its field in both display and classified, but carried more than one-half of all the classified carried by the five Milwaukee evening and morning papers combined.

Daily, 7c. per line; Sunday, 10c. per line; lower on contracts. **SENTINEL COMPANY**, Milwaukee, Wis.

CANADA.

THE Halifax HERALD (C.O.) and the **MAIL—Nova Scotia's** recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 85,500, Saturdays 105,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, December, '04, 35,594.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the **Toronto EVENING TELEGRAM's** classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the **SUNDAY COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

SWORN CIRCULATION 1904

**German
Daily Gazette**
PHILADELPHIA.

**Daily Average, - 49,083
Sunday " - 37,398**

THE 1905 R

STATEMENT OF CIRCULATION OF

(It will be noted that this report is signed with a pen by one authority to sign)

Printer's Ink
Name of Paper

Publishers of American Newspaper Directory, to Springfield, New

SIRS:—The actual number of complete and perfect copies of this paper printed each issue one year

Day	January	February	March	April	May	June	July	August
1						12500		
2			11425					
3		10500						198
4					12200			
5	10400			10000			2110	
6						25500		
7			10600					
8		14900						118
9					13100			
10	10400			10550			1710	
11						12200		
12			11900					
13		15050						15
14					24800			
15	10500			10900			1690	
16						15200		
17		10600	10500					124
18					12400			
19	12900			10000			1110	
20						13000		
21			11000					15
22								154
23	44200	51050	55425	41450	62500	78400	6610	154
24								
25								
26								
27								
28								
29								
30								
31								

Monthly Totals

The grand total when divided by .52... which is the actual number of issues during the year, shows an average of 154,000 copies per issue. This is a correct report for one year, ending with Dec. 31, 1904, and is made in good faith for the purpose of being accurate and exact circulation rating in the next issue of that publication.

The above is a reduced photogravure of a circulation statement for a weekly publication in the American Newspaper Directory. It is properly filled out, dated and signed. The average circulation of the publication, as shown in the statement, is 154,000 copies per issue. The average circulation of the publication, as shown in the statement, is 154,000 copies per issue. The average circulation of the publication, as shown in the statement, is 154,000 copies per issue.

Can anything be simpler? Is there a publisher living who isn't intelligent enough to fill in the monthly columns only. Then, to ascertain the total, divide by the actual number of issues during the year. This gives the average circulation per issue. The average circulation of the publication, as shown in the statement, is 154,000 copies per issue. The average circulation of the publication, as shown in the statement, is 154,000 copies per issue. The average circulation of the publication, as shown in the statement, is 154,000 copies per issue.

CHAS. J. ZING,

Printers' Ink Publisher

Proprietors and Publishers Rowell's American Newspaper Directory

NOTE.—Circulation statements, covering the year 1904, will be too late to have attention in the Directory for 1905.

REVISION

(Authority to sign to appear or clearly stated.)
 Name of Paper, New York, Dec. 28, 1904
 (Town, State and Date)
 Spring, New York;
 one year from January 1st, 1904 to January 1st, 1905 were as stated below.

August	September	October	November	December	MONTHLY TOTALS RECAPITULATED.
19800			14400		January, 44200
		12300			February, 51050
	16500		12700		March, 55425
11800			14800		April, 41450
		14000			May, 62500
	15500		12700		June, 78400
15100			12800		July, 66800
		14000			August, 75450
	12050		13100		September, 103250
12450			13600		October, 76700
		36400			November, 69000
	59200		13000		December, 51500
15600			13400		
15450	103250	76700	69000	51500	

Grand total of copies printed during the year, 775725
 Average number of complete copies printed per issue to have been 14918
 for those of being placed on file in the office of the AMERICAN NEWSPAPER DIRECTORY and securing an
 THE PRINTERS' INK PUBLISHING CO.

(Signature) Chas. King Publisher.

a weekly publication, such as is certain to be satisfactory to the editor of Rowell's
 The average issue arrived at and stated in the above document entitles the paper
 Directory for 1905, now being revised. Every weekly publication in the United
 accurate figures, provided the publisher prepares and sends in a statement
 each day (Sunday issues in a separate statement), while a monthly will have
 the actual number of issues and in that way arrive at and put down the average issue.
 enough to know how to make out such a statement? A statement like the one
 Directory, and costs nothing except the time to make it and the postage necessary
 considerable value to a publisher who is willing that the truth about his actual issues
 that he prepared and sent in such a statement as is necessary, and will assert that he
 and, no publisher who took pains to register the letter that contained the state-
 on the subject, or any other connected with the Directory, should be addressed to

ING, Manager,
ublishing Company
Newspaper Directory, 10 Spruce Street, New York.

attention the Directory for 1905 (37th year), unless received on or before February 15th.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: No. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 25, 1905.

A PORTFOLIO containing ninety cartoons by R. D. Handy, published last year in the *News-Tribune*, Duluth, Minn., has been issued as a souvenir by that paper.

A MONTHLY magazine known as *The Voice of the Sphinx* has been started to publish the monthly minutes and news of the New York Sphinx Club, following an idea developed by the Sphinx Club of London. Charles H. Bayer, of Saks & Co., New York, is editor and publisher.

THE *Little Tribune* is a miniature burlesque edition of the Chicago *Tribune*, published as a souvenir of the annual dinner of the *Tribune* family, which occurred at the Auditorium, Chicago, January 1. The *Tribune* family includes editors and reporters, artists, the business, circulation and auditing departments, engravers, pressmen, stereotypers, proof readers and compositors, with out-of-town correspondents, and the affair was attended by invited guests from other Chicago dailies.

THE Portland *Oregonian* issues a number devoted to the Lewis & Clark Exposition, to be held in that city next summer, illustrations and descriptive matter showing how the \$25,000,000 worth of exhibits are to be disposed. The issue also contains interesting descriptions and illustrations of the paper's plant.

THE Chicago *Hemlandet*, the Swedish weekly, has been published continuously since 1854, and recently celebrated its golden anniversary. Issued first at Galesburg, Ill., it was removed to Chicago in 1859. The owner and publisher is A. E. Johnson, who has been a citizen of Chicago since the year of the *Hemlandet's* foundation.

Batten's Wedge, the monthly magazine of the George Batten Company, New York, appears in enlarged form, and contains specimens of the advertisements prepared by this agency for such articles as Prophylactic Tooth Brushes, Ostermoor Mattresses, Old Hampshire Bond, Pompeian Massage Cream, Spim Soap, Iver Johnson Revolvers, etc.

"ADVERTISING Leaven for 'Leven States'" is a brochure from the *Orange Judd Farmer*, Chicago, showing the extent to which this weekly covers Illinois, Indiana, Michigan, Wisconsin, Iowa, Minnesota, Missouri, Kansas, Nebraska and the Dakotas. In this great wheat and corn belt, it is claimed, the *Orange Judd Farmer* reaches more than sixty per cent of all the postoffices.

THE circulation question is one that has for some years been generally avoided by the London Press. There was a period when every newspaper, from the *Times* downwards, published its circulation. And while primarily insisting upon knowing what the circulation of a journal is, the advertiser, in my opinion, is also entitled to know something of the class among whom the newspaper goes. —Sir Alfred Harmsworth.

BANKERS will find a mass of information hitherto uncollected in the "Coupon and Dividend Register," published by the Moody Publishing Co., 35 Nassau street, New York. This volume lists the thousands of bond issues now in the hands of investors, shows the rate of interest, date of maturity, date of coupon payment and places where same are paid. Another section lists dividends and transfers, and a third gives dates of annual corporation meetings, with opening and closing of transfer books.

THE *Southern Woman's Magazine*, published monthly at Atlanta, has been made standard magazine size, and claims to be the only first-class high-grade magazine in the Southern field. G. P. Talbott has been secured as advertising manager, and a vigorous subscription advertising campaign is to be undertaken. He says that the South offers to-day a better field for profitable returns to reputable advertisers than any other section of the country. A new rate card has just been issued.

THE *Chicago Daily News* issues free an abbreviated edition of its almanac, containing eighty pages of information about Chicago. An interesting feature is a table showing the average daily issue of the *News* for each month from its second year, 1877, to the close of 1904.

K. H. SARASOHN, founder and editor of the *New York Jewish Daily News*, died at his home on January 12. He was a native of Poland, and came to this country when a boy, establishing in 1874 the *Jewish Gazette*, the first Hebrew paper published in the United States. In 1886 he founded the paper of which he was proprietor until his death. Mr. Sarasoehn was seventy years old. His paper made him rich, but he continued to live on the lower East Side, where he was an active worker in benevolent movements. At his funeral on January 13 the streets leading to his synagogue were thronged with tens of thousands of poor Jewish people, and 300 police were needed to handle the crowds.

Another Monster Monopoly

It Fattens on the Wages of the People

EVERYBODY'S MAGAZINE begins, in its February issue, another public service, in its way, as important as the revelations of "Frenzied Finance."

The Beef Trust is a gigantic burglar, which has broken into every home in America and commits robbery each day of the year.

The Beef Trust's robbery of the people has been more arrogant and shameless than even the crimes of "Frenzied Finance," which Mr. Lawson is revealing with such awakening power. Every dinner table in our whole country has been made more costly by the pitiless coterie of plundering gentlemen known as the Beef Trust.

CHARLES EDWARD RUSSELL, of Chicago, one of the soundest and most brilliant of American editors, begins in the February number of

Everybody's Magazine

a series of articles which will lay bare to the bone the astounding details of this universal and long-endured larceny.

He shows how the Beef Trust has fastened its unyielding grip on the natural food supply of America, and how it taxes both the producer on the prairies and the consumer in his home.

He shows how the Beef Trust, insatiable and defiant, has jeered at the laws, has terrorized great railways, has taxed more commodities than all other trusts combined, and plans to control the price of every food product grown in the United States.

These articles will startle and stir the nation. The Lawson chapters on the crimes of "Frenzied Finance" are their only parallel in current literature.

Mr. Lawson's articles will continue in each issue of EVERYBODY'S.

One Million Copies of the March Number

The rate for advertising is \$850 gross, or \$3.79 per agate line

THE RIDGWAY-THAYER COMPANY, Publishers, Union Square, New York

ABOUT \$50,000 worth of magazine advertising will be done this spring for Coca-Cola, the beverage made at Atlanta, Ga. This campaign is in the hands of the Massengale Advertising Agency, that city.

THE advertising man writing about sporting goods, preparing announcements for sporting events, compiling literature for a Y. M. C. A., etc., will find suggestive material in Spalding's Athletic Almanac for 1905, which contains complete athletic records of the past year. An interesting feature is the collection of views of contests between savage tribes at the St. Louis Fair. Issued by the American Sports Publishing Co., 15 Warren street, New York.

THE Gramophone Company recently brought an infringer named Charles William Howell into a London court for applying the word "Melba" to a sound-producing disc machine, on the charge that his product interfered with the rights of that company in the word "Melba" employed extensively in its advertising of song records made by the famous soprano. The court fined Howell \$100 and directed that his music-boxes be deposited with the court pending appeal, holding that the Gramophone and the word "Melba" are so connected in the mind of the public that a valuable advantage was obtained.

"BORN in an Attic" is a twenty-four page booklet from the F. A. Owen Publishing Co., Dansville, N. Y., telling the story of the three publications of that company—*Normal Instructor*, *World's Events* and *Primary Plans*. The business was started by F. A. Owen fourteen years ago, with an attic for an office and a capital of \$1. The *Normal Instructor* was the only paper published by this company for the first nine years. In 1900 *World's Events* was founded and the latest addition was *Primary Plans*, which appeared in 1903. These papers go to school teachers and people interested in educational work all over the United States.

DURING 1904 the *Morning Gazette*, Schenectady, N. Y., had an average increase in circulation of 951 copies a day, according to the publisher, using sixty tons more paper than in 1903. In December the *Gazette* carried a page and a half more advertising than either of its evening contemporaries, and at about double the rates, and it claims to be the only paper within 150 miles of that city with so great a want ad patronage.

THE North American Advertising Company, which was incorporated in January, 1902 has passed into voluntary dissolution on petition of W. W. Seeley, who has been appointed receiver. This agency, under the management of F. L. Perrine, late of Hall & Ruckel, placed business for Singer Sewing Machines, Ingersoll Watches, Corticelli Silks, Spencerian Pens and other well-known advertisers. Of an original capital stock of \$200,000 only \$16,800 was ever issued. The liabilities are \$5,289, assets \$1,757, with \$6,193 in contracts to be completed.

The Last Copy Has Been Sold.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

for

1904

is now out of print.

The edition for 1905 will not appear until about the end of May.

Those who want a copy of the last edition, and think they cannot wait for the new one, can probably secure a second-hand copy of the 1904 book by inserting an advertisement in *PRINTERS' INK* expressing such desire. The cost of the advertisement will be twenty cents a line. Six words make a line. The price at which the book was sold is Ten Dollars. It is the volume from which other Hand Books, Manuals and so-called Newspaper Directories depend for their facts about newspaper circulations, before expanding them to meet their individual requirements. It is also likely that any one owning and willing to sell a copy of the book will find a cash customer if he announces the fact in an advertisement in *PRINTERS' INK*.

THE *Semi-Weekly News*, Galveston, and *Semi-Weekly News*, Dallas, Texas, have been merged, though the two papers will continue to be published at the old offices by A. H. Belo & Co. All advertisements will appear simultaneously in both at a combination rate.

THE *Evening Telegraph*, Philadelphia, has sixty-five delivery wagons covering that city and its suburbs, the sides of which are used not only for advertising purposes, but for news bulletins. Posters calling attention to certain advertising features in the *Telegraph* have also been found effective, one lately used reading "The *Evening Telegraph* contains all the advertisements of all the department stores in Philadelphia."

A POSTER COMPETITION FOR HANDSOME PRIZES.

The passenger department of the Delaware & Hudson Railroad, with headquarters at Albany, N. Y., has just announced a poster competition open to all artists.

The first prize of \$100 will be awarded to the artist submitting the poster which is best suited to the requirements of the Delaware & Hudson Road in connection with its tourist travel to the Adirondacks; \$50 will be awarded as a second prize.

Full information of this competition may be had by addressing Mr. J. W. Burdick, G. P. A., Delaware & Hudson Co. at Albany, N. Y.

MR. GILBERT D. RAINE, editor and publisher of the Memphis, Tenn., *News-Scimitar*, announces that he has appointed Mr. Paul Block, 311 Vanderbilt Building, New York City, as his representative in the foreign field. The *News-Scimitar* is the only afternoon paper published in Memphis, a city of over 150,000 population and asserted to be nearly 300 miles distant from any other competing point.

SOME bankers refuse to advertise on the ground that the inducements a bank has to offer do not make strong publicity. Interest is too small to attract, they say. On January 9 the Bowery Savings Bank, New York, was made the center of what the *Sun* termed "a run turned inside out." The rate of interest for the last quarter of 1904 was four per cent instead of three-and-a-half, as heretofore, and the "run" consisted of long lines of depositors, hurrying to put their money in before the 10th, so that it would draw interest for the first quarter of this year. Ordinarily the Bowery has from 1,000 to 1,500 depositors in a day, but on this day before the windows opened there was a day's business in sight. Women came in carriages, and when the bank's doors were closed at three o'clock there were enough depositors inside to keep clerks busy until after six. All of which clearly shows that moderate interest with security are the best inducements a savings bank can offer.

WHICH ARE THEY?

The average circulation of the Philadelphia *Bulletin* for 1904 was 183,103 copies daily, net, and the monthly averages grew from 160,000 in January to 190,000 in December. This, according to the editor of the *Bulletin*, places that paper "among the six most widely circulated daily newspapers in the United States."

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PAYNE & YOUNG, special representatives, with offices in the Potter Building, New York, and Marquette Building, Chicago, have been appointed Eastern and Western agents for foreign advertising for the *Post*, Grand Rapids, Mich. The *Post* was recently purchased by J. W. Hunter, formerly manager of the advertising department of the Chicago *Tribune*, and is being improved and built up in circulation.

A SCHEDULE from the *Christian Herald*, New York, shows dates of all the magazine issues of this weekly for the present year, with those of special issues on Easter, Thanksgiving, Christmas, etc.

THE Christmas issue of the *Deutscher Buch-und-Steindruck*, published by Ernst Morgenstern, Berlin, Germany, contains more than one hundred pages of matter pertaining to German printing and lithographing methods, engraving, type faces, advertising display and kindred subjects, and is illustrated with many beautiful reproductions in three-color lithography, etching, photogravure, half-tone, etc. Germany leads in certain lines of fine color printing, and this publication is the authoritative journal of her printing and lithographing trades.

THE *Tribune*, South Bend, Ind., finds a constant tendency among its local advertisers to use larger spaces, more suitable display, and to change copy regularly. This has been facilitated to a large extent by the *Tribune's* open space contract, which permits an advertiser to use space whenever he needs it, and in quantities to suit his needs. Non-advertising merchants miss a good deal of business, but the irregular advertiser is not much better off in comparison with the merchant who buys space on such a plan and utilizes it intelligently, according to his seasons for trade. The irregular advertiser is timid, through past failures caused by poor copy and inadequate space. The regular advertiser sticks to his proposition throughout the year, never withdrawing his announcement entirely.

Eight Recommendations.

Newspaper men all admit that the Rowell Newspaper Directory is the only one published that has the confidence of general advertisers.

It may be noted also that it inserts no newspaper advertisements on any other terms than for a cash payment, and that it is neither issued nor controlled by an advertising agency.

It gives to every advertisement, that it accepts, a place in the body of the book in a position that may be designated as "facing reading matter."

It permits newspapers to tell a story of their own in a "Publisher's Announcement" that is in fact "pure reading matter" and nothing else.

Every displayed advertisement that appears in the Directory receives, in addition, an immediate insertion in *PRINTERS' INK* without any charge for the additional service.

Every displayed advertisement inserted in the book entitles the advertiser to a free copy of the Directory, which is sold alone for \$10.00 cash and for no less.

Finally, it may be noted that the price asked for displayed advertisements is \$50.00 a page (including the book and the insertion in *PRINTERS' INK*), while most of the so-called advertising agents' hand books, blue books, manuals and what not, taking their pay in exchange advertising, and extracting their information mainly from the Rowell Directory, while giving a confessedly poorer service, exact a higher price. Swaps are always intended to outwit somebody.

Last of all, it should be plainly understood that advertisements from any but first-class papers are not desired.

DO YOU WANT A GOOD JOB IN NEW YORK?

1st. One of our clients, in New York City needs an experienced advertising manager. Must be a forceful writer; able to analyze a proposition and produce copy that will sell goods. Experience in preparing booklets and follow-up matter is desirable. This is a high salaried position. Department store experience would be helpful.

2d. Another client, in New York City, needs an advertising manager, but the position will not pay a high salary at the start. A live country newspaper man, desirous of learning advertising, could fill this place, and work into a pleasant, profitable position.

IN OUR OWN ORGANIZATION

We are increasing our facilities and consequently enlarging our staff in all departments.

In Our Editorial Department we want another adwriter of pronounced ability; also a man capable of laying out high grade booklets.

In Our Art Department we can use two or three artists on faces and figures; or booklet and decorative work; or posters.

In Our Print Shop we can use a young man as manager. Must know how to buy stock, make estimates and dummies.

In Our General Office we have one or two clerical positions we would like to fill with young men having some experience in advertising or printing.

WHEN ANSWERING THIS advertisement be sure to send your photograph or half-tone proof, tell us your history, and state your salary expectations. Send samples of your work, if possible, but be sure to enclose postage if you want them returned.

Call or address

BEN. B. HAMPTON CO.

Advertising Agents

7 West 22d Street, New York.

CARD OF THANKS.

I return many thanks to Mr. J. P. Weber and Mr. W. C. Maupin, chief marshals, for changing the line of parade, for my special benefit, by special request of my husband, Mr. A. Parker, ex-Chief of the Salisbury Fire Department, who wished that his wife could see the parade. I also return my sincere appreciation to my husband for his remembrance of me during the festivities. I was delighted with the parade, which was magnificent. Respectfully,
MRS. A. PARKER.
—Sun, Salisbury, N. C.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Manufacturers' agents to handle our line of advertising novelties. ST. LOUIS BUTON CO., St. Louis, Mo.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

EVANGELIST will conduct something new in live paper for fair pay. Address "EVANGELIST," care Printers' Ink, N. Y.

HIGH-SCHOOL grad., 18 (ad student), wishes position in Philadelphia department store on paper as assistant in adv. dept. "W. K. E.," care Printers' Ink.

WANTED—Position in somebody's advertising department as assistant. Don't know it all, just enough to make good. TOP FLOOR, 250 Sheffield Ave., Chicago.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWS-PAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid; agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

A **WIDELY** copied newspaper writer, capable of conducting a humorous department and doing unique features will be open to engagement. Will submit copy and references on approved application. Address "G. D.," Printers' Ink.

EXPERIENCED advertising man—employed—can spare time to compile catalogue or do other work. Permanent employment considered. Address "ADVERTISER," care Printers' Ink.

TO PUBLISHERS.—Advertiser wishes to purchase a monthly home or woman's paper having a fair circulation and covering expenses. Address, with full particulars, "K. J.," care Printers' Ink.

ADVERTISING ARTIST.—A trade paper wishes to make arrangements with a party capable of designing attractive mechanical advertisements. Address "ENTERPRISE," office Printers' Ink, 10 Spruce St., New York.

ANY manufacturer, jobber or department-store manager requiring an advertising man of high character and demonstrated ability will make no mistake in addressing, for further particulars, Box 707, Providence, R. I.

WANTED—Position as business or advertising manager on newspaper; ten years' experience on metropolitan papers, employed now; 33 years old; highest reference; good salary required. Address "L. T.," Printers' Ink.

WANTED—Position as circulation manager; young man, seven years' experience; successful record; knows his business; now employed, desires to change; references. State salary and address "F. M. W.," care Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 815 Grand Ave., Kansas City, Mo.

SALARIED MEN—If you are looking for a position of any kind, send for application blank. All classes of reliable men whose credentials have been thoroughly and satisfactorily investigated, furnished free to employers. **CREDENTIAL EMPLOYMENT CORPORATION**, 253 Broadway, New York.

WANTED—Two young men, not under 30, whose experience leads them to believe that they are born store managers, extraordinarily energetic, comprehensive men, able to successfully cope with emergencies, to create and hold trade. Address giving complete details about self and experience, "EXTRAORDINARY," care of Printers' Ink.

WANTED—Capable, bondable salesman for New York (and vicinity), Philadelphia, Washington and Louisville, one in each, to sell butter, eggs and cheese to the best retailers. Some experience in or familiarity with the line or trade desirable, but not essential. Initial salary \$100 per month, increase only limited by ability and persistency.

"MANUFACTURER," care Printers' Ink.

AN OPPORTUNITY FOR YOU—Many men fail to succeed through lack of opportunity. We lack the right men to fill hundreds of high-grade opportunities now on our lists. We have Executive, Clerical, Technical and Salesman positions, paying from \$1,000 to \$5,000 a year, which must be filled at once. If you want to better your condition write for plan and booklet. Offices in 12 cities. **HAPGOODS (Inc.)**, Brain Brokers, Suite 611, 309 Broadway, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.



Ten Years' Experience

on Metropolitan Newspaper in all Departments. I command large advertising patronage. Motto.

SOBRIETY.

HONESTY

ENERGY.

RESULTS.

Highest references. Who wants my services as Manager of a Daily or Weekly Newspaper? Address

JAMES JACKSON,

62 East 96th St., New York.

ADVERTISING MANAGER

33, of proven ability, tactful, resourceful and good disciplinarian, able to make judicious selection of media and to buy space to best advantage, seeks re-engagement in or near New York. Competent to formulate and carry out plans for the profitable development of business. Successful record for the past six years with proprietary house ranking as one of the large advertisers. Highest indorsement. Address "ALERT," P. I.

EXPERIENCED business woman will be open for position Feb. 1. Expert correspondent. Ability to organize and manage all departments—mail-order work, stenographers, shipping, bookkeeping, follow-up systems, card indexes, etc. Can construct catalogues, advertisements, circular letters along original lines. Operates typewriter rapidly. Has established business connections that are valuable to any one in mail-order work. All references. Straight salary or salary and percentage. Address "AMBITIOUS," care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$20 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$2,000, and any number earn \$1,000. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 82 Temple Court, New York.

ADVERTISING MANAGER, now holding one of the most important advertising positions in the United States with national advertiser, desires to make change. Will consider at once new connection with big concern desiring exclusive services of high-grade man. Am accustomed to handling big campaigns and appropriations, and can fully demonstrate in advance my ability to do so successfully; 24 years' practical experience (and still a young man), embracing every phase of advertising, and including printing, drawing and designing, plate-making and expert buying of advertising space or paper stock, inks, etc. Can furnish any number of high-class references and proofs of various kinds, covering my experience and ability, as well as innumerable samples of my mail and publication advertising, that has brought, and is bringing, direct and large returns. Am not a mere "copy grinder," but an originator, director and manager. Am getting a fair salary now, but want a better one, and to this end wish to connect with some concern where the only "limitations" are those set by individual ability. If interested address "W. A. M.," care Printers' Ink.

ADDRESSES FOR SALE.

600 SAMPLE names, 25 cents. 3,000 Vt., \$1. Complete N. E. towns. Write your wants. **NEW ADDRESS CO.**, East Haverhill, N. H.

1,250 ADDRESSES on rural routes out of Greeley, accurately compiled and printed, just completed. Give head of family, address, occupation, tenant or owner, name of wife, and children over fifteen years; \$1. **TRIBUNE**, Greeley, Colo.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

We print catalogues, booklets, circulars, advertisement matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.**, 514 Main St., Cincinnati, O.

GOOD PRINTING—500 envelopes, \$1.50; 1,000 for \$2.00. Other printing, same rate. **SUN PUB. CO.**, Paulsboro, N. J.

POSTAGE STAMPS.

HIGHEST price for unused stamps. **R. E. ORSER**, 135 Dearborn St., Chicago, Ill.

ART PHOTOGRAPHS.

NUDE STUDIES. Genuine photos from life. Sample 50 cents. **MODELS' LEAGUE**, P. O. Box 7, Wash., D. C.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

PERIODICAL PUBLICATION.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ADVERTISEMENT WRITERS.

WILL undertake writing and illustrating of literature for several more good houses, by the month or by the piece. Ads, Booklets, Catalogues, Circulars, Follow-up Letters, etc.—not simply literary efforts, but underlaid with carefully thought-out "schemes" that get business. Portfolio of samples, 10c. SNYDER-STEVENSON CO., 335 Dearborn St., Chicago.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. S. F. MYERS CO., 46w. 48-50 52 Maiden Lane, N. Y.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascarot boxes and five million vase-line boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
11 Verona Street,
Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

FOR SALE.

FOR SALE—Democratic weekly with job office, doing good business; growing Kentucky town, \$2,500. WALESBY, Louisville, Ky.

THE Hutchinson Daily and Weekly BKE, with fine field and complete plant, is for sale at great sacrifice. Write at once. J. F. LAWSON, Hutchinson, Kan.

FOR SALE.—Independent daily paper in city of 15,000, east central Michigan, with Cox Duplex Press and Mergenthaler, for \$18,000, \$10,000 down. Splendid property in prosperous part of the State. Circulation 3,750. Proposition No. 27. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

WRITERS AND ILLUSTRATORS.

WRITERS, compilers, designers, illustrators. Our work is original, convincing and attractive—"tells the goods." May we not hear from you? HELLER-BARNHAM, Globe Bldg., Newark, N. J.

COIN CARDS.

10M. \$10, any printing. Samples free, KING KOIN KARRIER, Beverly, Mass.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72p. book mailed free. R. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

PRINTERS' SUPPLIES.

NEWSPAPER body type, 8-pt. modern Roman, new, at 25c. lb. EMPIRE TYPE FOUNDRY, Delevan, N. Y.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 76c.; 3x4, \$1; 4x5, \$1.66.
Delivered when cash accompanies the order.
8-nd for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

MAIL-ORDER NOVELTIES.

DRUGGISTS, grocers, opticians, cigar dealers, Send dime for 10 business bringers, sure winners. LENNOX ADV. CO., Findlay, O.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. SINGER BROS., 82 Bowery, N. Y.

POSTAL CARDS.

PRICES and samples of post cards. Write STANDARD, 61 Ann Street, N. Y.

NEWSPAPER OPPORTUNITIES.

PROPRIETOR of the most prosperous illustrated weekly newspaper, established over forty years, seaboard city, population 650,000, whose other extensive interests make partnership or transfer necessary, will consider proposals from energetic parties desiring to engage in journalism. Highest class subscription. Correspondence must supply references in writing for explicit particulars. Address "Y. J.," Printers' Ink.

CARBON PAPER.

YOU OUGHT TO READ a "Pointer Paper," a brief treatise interesting to every user of carbon paper. Write to us on your printed stationery, and learn some things you never knew before. You may save money—we make some. CLARK & ZUGALLA 100 Gold St., N. Y.

PRESS CLIPPINGS.

SOUTHWEST Press Clipping Bureau, Topeka, Kan., covers only Kan., Mo., Ark., Tex., O. T. & I. T.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. FIELDMONT FURNITURE CO., Statesville, N. C.

SUPPLIES.

USE "Reliance" absorbent paper on your mimeograph. INK dries quick as a wink; never smuts. Get samples and prices from FINK & SON, Printers, 4th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

BERNARD'S Cold Water Paste is used exclusively by the U. S. Press Clipping Bureau and numerous publishers who learned of its merits through our sample package, which is free. BERNARD'S AG-N.Y., Tribune Building, Chicago.

DOXINE—A non-exclusive, non-burning substitute for lye and gas-oil. Doxine retards and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'G CO., Clinton, Ia.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

A DVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©6). 253 Broadway, New York.

THE EVANGEL, Scranton, Pa.
Thirteenth year; 20c. agate line.

THE HERALD.—Twentieth year.
Springview, Keya Paha Co., Neb.
4,370 readers in 1904.

A NY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

PERFECT copper half-tones, 1-col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

LOWELL (Mich.) LEDGER, weekly. Av. for 1904, 1,800. High-class circulation among prosperous fruit growers, farmers and villagers.

"PREAL ESTATE," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners. \$1.00 a year. Names of buyers each month.

THE TROY (O.) RECORD is the only small town daily in the whole wide world successfully published without a weekly edition, a job department or county or city legal advertising as boosters.

LEARN SHOW WINDOW TRIMMING!—Full course of lessons for the country merchant in **The Cincinnati Trade Review**. Send 25 cents for one year's trial subscription. **THE CINCINNATI TRADE REVIEW**, Cincinnati, Ohio.

CRABTREE'S CHATINVOGA PRESS, Chattanooga, Tenn., 50,000 circulation guaranteed, proven, 200,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

A PROSPEROUS CLASS OF PEOPLE. SOUTHEASTERN OHIO.

THE ZANESVILLE SIGNAL

is the only paper that reaches the prosperous and intelligent class of people living in Southeastern Ohio. This territory cannot be covered without the **SIGNAL**, because the big city papers reach in to a very limited extent. Here is a testimonial sent to *Newspaperdom* without our knowledge:

THE GRANT DRY GOODS CO.
Dry Goods, Carpets, Zanesville, Ohio.

H. Craig Dare, Esq., N. Y.:
Dear Sir—Replying to your favor with reference to the Zanesville **SIGNAL** as an advertising medium, would state that our experience is very satisfactory. It brings business and is read by a large number of people contiguous to this neighborhood. The publisher is wide-awake and keeps pushing for all the business he can get. Yours truly,

THE GRANT DRY GOODS CO.

The Zanesville **SIGNAL** produces splendid results for advertisers. Circulation, guaranteed, exceeding 5,000. Rate, 14 cents an inch, flat.

THE ZANESVILLE SIGNAL,
James R. Alexander, Publisher,
Zanesville, Ohio.

ADVERTISING NOVELTIES.

A GENTS wanted to sell ad novelties; 25¢ com. 3 samples, 10c. **J. C. KENTON**, Owego, N. Y.

"O. MAMA," latest novelty advertising card; sample and price, 4c.
SOLLIDAY NOV. ADY. WORKS, Knox, Ind.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor signs. Complete line of Pulveroid Novelties and Buttons samples free. **F. F. PULVER CO.**, Rochester, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Premiums in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.

WICK HATHAWAY'S C'RN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 10c for sample. **FINK & SON**, 54th above Chestnut, Philadelphia.

THE VICTOR TELEPHONE INDEX, as an advertising medium, affords a permanent and profitable business to any one familiar with advertising as a business. It appeals especially to printers, advertising solicitors and newspaper corporations. Exclusive territory assigned to responsible parties. See our illustrated ad in *Printers' Ink* of Dec. 23. Correspondence solicited. **VICTOR NOVELTY CO.**, Dept. C, Boston, Mass.

I Buy for Cash

for export, in large quantities, any original and worthy counter-acting novelty (mechanical, medicinal or toilet), or any attractive sundries which are, in my judgment, adapted to foreign drug or allied trades—anything, in fact, which the retailer will buy and can sell. No trash wanted. There are no advertising schemes or other tails to this kite—merely clean, straightforward business. I will pay good money for all the desirable novelties I can find. I am a "clinch" for any manufacturer with good goods, but no capital to exploit them with, who would give dollars to know my name and address. Plenty of sound references.

WM. A. RICHARDSON,
54 Central St., Boston.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. **OUR DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.**, 700 Oakland Bank Building, Chicago.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. **SMITH PTC. CO.**, 515 Broadway, Toledo, Ohio.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mr., 178 Vermont St., Buffalo, N. Y.

PRICE CARDS.

SEND for samples of our handsome price cards. Made in various styles, 40c. per 100 up. BIDDLE P. C. CO., 10th and Filbert Sts., Phila., Pa.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

HOUSE-TO-HOUSE DISTRIBUTING.

A THOROUGH and judicious house-to-house distribution of printed matter or samples will produce quick and satisfactory returns for any general advertiser whose goods are meritorious and are on sale at dealers, because your advertisement can be made to tell the whole story at just the cost of composition and stock. Your advertisement is placed directly into the homes to the exclusion of all others.

A majority of the heaviest users of different lines of advertising issue the greatest quantities of printed matter or samples for house-to-house distribution.

For over fourteen years I have devoted my whole time to the general house-to-house distribution of advertising matter, taking full control for many leading general advertisers, and have given such general satisfaction that my system is now recognized as the only established agency of known reputation. I make a thorough guaranteed house-to-house distribution of printed matter or samples in every town and city of importance in the United States, through reliable, experienced local men at each point, who make this work their exclusive business and personally superintend the distribution of all matter. My object is to interest more advertisers in this particular branch of advertising, and I shall be pleased to describe my system fully upon application.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 443 St. Clair St., Cleveland, O.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 39 Murray St., New York. 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index files. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturers. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.,
Rittenhouse Bldg., Phila.

ILLUSTRATIONS.

SIGNATURE CUTS. Stamp for folder. CARVETH, Artist, 8, 1612 Wabash Ave., Chicago.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way

NEW CUTS and advertising copy for your line are cheap enough by our method. ART LEAGUE, New York.

ADVT. WRITING—nothing more. Been at it 14 years.

JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

PRINTING

Of every description, the way it should be done. Mailing slips, price lists, circulars, booklets and business announcements of all kinds a specialty. A net job and a fair price always guaranteed. Try us if you want to be pleased.

PRINTERS' INK PRESS.

45 Rose Street, New York, N. Y.

WHAT IS YOUR TARGET? At what class do you aim your advertising? Have you a monopoly so absolutely "air-tight" that most any old stuff is good enough for those who must come to you anyhow?

If that is your blissful situation you certainly have no use for me. But (and here is where I "butt into the game") you may have lots of "warm" competition—some of it extra keen (I've known such cases)—and then, what? Why then, when you send out an ink and paper "salesman" through the mails, you must see that his "get up" and talk do not discount that extra excellence you claim for your stuff. I work only for people unwilling to pay postage merely to fatten waste-paper baskets with that "costliest" of all printed matter—I, e., the "cheap-enough"-to-be-thrown-away-on-sight kind. Possibly you might be interested in some of the "things" I have built for those waste-basket "foilers!" A letter suggestive of possible business will receive my prompt attention.

NO. 37, FRANCIS I. MAULE, 402 Sansom St., Phila.

SIGNS.

A HOKE-PROCESS Big Steel sign on the outside of a store selling your goods is seen also by the thousands who deal at other stores; it is that much better than an in-door sign.

A popular size for placing under show windows is 12x15 inches and costs 50c., or less in quantities.

Being printed with real oil paint they last for years—in fact much longer than the best hand-made sign.

Your advertising appropriation should include Hoke-signs.

Special sample, prepaid by express, on receipt of copy and 50c.

The Sam Hoke Sign Shops, New York.
630 West 53d St. (North River).

PUBLISHING BUSINESS OPPORTUNITIES.

FOUNDATION for local monthly. Buyer should have imagination. Be able to see possibilities of property. One who understands getting business can make present \$2,000 value worth \$20,000. This is an opportunity thus far overlooked. Will you call or write?

EMERSON P. HARRIS,
253 Broadway, New York,
Dealer in Publishing Property.

Advertising Agencies.

Advertisements under this head, two lines or more 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

CURTIS-NEWHALL CO., Los Angeles, Cal. Established 1885. Largest and best managed advertising agency on Pacific Coast. Write us.

BARNHART AND SWASEY, San Francisco. Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

MISSOURI.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

NEW JERSEY.

MAIL order advertising a specialty. **THE STANLEY DAY AGENCY**, Newmarket, N. J.

NEW YORK.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila., etc.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

NORTH AMERICAN ADVERTISING CORPORATION, Woodbridge Building, 100 William Street, corner of John, New York. A reliable, "recognized" general advertising agency, controlling first-class accounts. Customers pay a fixed service charge on the net prices actually paid by the Agency.

OHIO.

CLARENCE F. RUNNEY, Runney Bldg., Cincinnati, O. Newspaper, Magazine, Outdoor advertising. Printing, Design, Writings.

PENNSYLVANIA.

THE H. L. IRELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, news paper adv.

CANADA.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. **THE DESBATS ADVERTISING AGENCY, Ltd.**, Montreal.

There are 1,501,963 Sunday-school superintendents and teachers in the United States and Canada.

About one in every ten of them is a reader of

The Sunday School Times

Of all this million and a half **THE SUNDAY SCHOOL TIMES'S** one-tenth are the most intelligent, wide-awake, progressive Sunday-school workers—the honor list of efficient Sunday-school superintendents and teachers of different denominations—adults only.

These are not the richest people, but they are the people who have the kind of homes by which the neighborhood at its best and the nation at its best like to be known.

80c. per line or \$11.20 per inch.

We Shall Be Pleased To Hear From You. etc.

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

MISSISSIPPI'S PAPER

Mississippi is to-day the most prosperous State in the Union. The low price of cotton created a diversification of industries which has rapidly increased the population and made the people exceedingly prosperous. The high price received for the large 1903 cotton crop, and also the good price received for the bulk of the 1904 cotton crop, has placed millions of surplus money in the hands of the people. The lumber industry is bringing many millions of dollars into the State annually. Many train loads of vegetables and fruits are shipped daily in season. The farmers are using improved farm machinery, raising pure bred stock, and producing more on a single acre than they formerly obtained from two or three. The **SOUTHERN FARM GAZETTE** is the only agricultural journal published in the State. It is published at Starkville, where the A. & M. College and the Experiment Station are located, and is recognized as the authority on Farm and Home matters. It is mailed on the 1st and 15th of each month to 7,000 wealthy planters and farmers. We are anxious to prove to you that we never mail less than this number. No whisky, obscene or humbug advertisements are inserted. The advertisers are guaranteed to be reliable. Sixteen pages, four columns to page. Length of columns, 12 inches; width, 2½ inches. Forms close five days before date of issue. Rates, 5c. per agate line.

SOUTHERN FARM GAZETTE, Starkville, Miss.

The Progressive Doctor Buys Everything

which will help him in his line of work so far as his professional income will admit.

16,000 PROGRESSIVE DOCTORS
read the MONTHLY OYCLOPÆDIA OF PRAOTICAL
MEDIOINE regularly.

F. A. DAVIS COMPANY, Publishers, - PHILADELPHIA, PA.



More About Good Copy.

Our Mr. Fairman has just completed the writing of an extensive series of newspaper advertisements for a leading publishing house, and is now preparing a similar series for one of the foremost American Trust Companies. He devotes his entire time to the preparation of forcible business-bringing copy for those who realize the importance of good copy, and are willing to pay a reasonable price for it.

We would be glad to hear from advertisers of this type—those who know that the copy really sells the goods, and that it is folly to buy valuable space and fill it with words which lack the true elements of salesmanship.

Write us about this or any other advertising matter which may be upon your mind.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

Agents Wanted to Sell RIPANS BLUE GLASS INHALER

Sent by mail to any address, postage paid, on receipt of price, 50 cents.



The **RIPANS BLUE GLASS INHALER** is a powerful and effective remedy for Colds, Sore Throat, Asthma, Hay Fever, Bronchitis, Tonsillitis and all Diseases of the Nose, Throat and Air Passages.

The inventor or discoverer of this **INHALER** is a man of nearly seventy years. In his twentieth year, nearly fifty years ago, he suffered from a diphtheritic sore throat and has never since been wholly free from annoyances suggesting, more or less, the origin of the trouble. Colds, hay fever, wet feet, asthmatic attacks, stormy days, have each served to bring the tendency into unpleasant prominence. His remedies have been care against exposure, expectorants and gargles, especially gargles. Three years ago he was led to experiment with the new substances that compose the renewing fluid of The Blue Glass Inhaler and was amazed at the relief he experienced. A single application of the Inhaler, used through the mouth, was generally effective for a day, and repeated applications on occasion, more and more remote, practically banished the complaint, which, if it now shows any tendency to return, succumbs so immediately to a single treatment that the patient enjoys a freedom from throat trouble he had not previously known in more than forty years. He is heard frequently to assert that could he not obtain another, he would not for a thousand dollars part with his Inhaler and the small bottle of the renewing fluid that suffices to revive its powers after three months' usage.

Liberate terms to agents and exclusive territory given by special agreement

Address the Manufacturers

THE RIPANS CHEMICAL COMPANY, No. 10 Spruce St., New York.

Do You Want Business From The South?

If you want to reach the prosperous country people of the best section of the prosperous South, you will use

Crabtree's Chattanooga Press

a weekly newspaper with guaranteed, proven circulation. A uniform rate, fair treatment and a square deal to advertisers. Over 30,000 new subscribers added in eight months. Circulation growing at the rate of 2,000 per week. Will have

CIRCULATION OF 100,000

by July 1, 1905. Actual paid subscription list January 1, 1905, 50,000. Write for rates, or ask your agent.

W. R. CRABTREE, Publisher, Chattanooga, Tenn.

Clay's Review of Denver **COLORADO.**

Not a personal, trade, lodge, nor class organ, but an original, independent, liberal weekly of crisp comment and general circulation.

Actual average circulation for 1904, 10,926

SPECIMEN INDORSEMENT.

DENVER, COLO. November 19, 1904.

PERRY A. CLAY, City.

Dear Sir: We are running an ad of the New Model Universal Adding and Listing Machine in CLAY'S REVIEW, and I take pleasure in informing you that we have had TWENTY-SIX inquiries resulting from the ad up to date. I expect that TWENTY sales will materialize through this influence alone. CLAY'S REVIEW is the only Denver publication in which we advertise, and in our opinion it is the best advertising medium in the West.

Yours very truly,

F. P. BERTSCHY & Co., General Western Agents.

Pay As You Go.

"Pay what you owe and what you're worth you'll know," is an old maxim, but one that is not followed generally by the printing fraternity. Many of the publishers and printers throughout the country seem to have a mania for ordering more goods than they actually need, and consequently are always in debt and borrowing from Peter to pay Paul. Sooner or later the crash happens and the struggles of a lifetime go for naught. Go into any of my customer's shops, and you will not see their shelves groaning with dead stock. They buy just what they need and pay as they go, and when they end of the year rolls around, they don't have to hide from their creditors. This is the month to make a good beginning. Send for my price list and compare it with what you formerly paid for inks on credit. When my goods fall down, your money is refunded along with the freight or express charges.

ADDRESS

PRINTERS INK JONSON,
17 Spruce Street, NEW YORK.

Filling the Gap

Between the work of the Advertising Agent and the work of the Advertiser's selling force is a gap hitherto unfilled.

Publicity has been bought, delivered and paid for, and only partially used.

The trouble has been that the Advertising Agent has valued newspaper and magazine space too highly, and the salesmen have not valued it highly enough.

Failure to *emphasize* the publicity paid for, seems like buying a steam engine and throwing it into the scrap heap. Properly used, publicity is a powerful trade lever for the salesmen and they can be made to realize it. But advertising, and practical "backing-up" that should go with it, can best be planned and directed by the advertising agent who is also a successful business man—who knows by having won success in the actual making and marketing of goods.

No general selling campaign is complete without four elements:

1. Publicity.
2. Direct Mail Drumming.
3. Successful marketing experience by the agent.
4. Salesmen.

Business-like, economical selling is a big problem, but we have for it a definite and positive solution.

We will tell you all about it without cost—if you say so.

The Bates Advertising Co.

CONVERSE D. MARSH, Chairman of Executive Committee

182 William Street, . . . New York City

VERY PLAIN TALK.

NEWPORT, TENN., Jan. 12, 1905.
PRINTERS' INK Publishing Co.:

GENTLEMEN—We have been subscribers of your journal for some time, and have not heretofore come to you with any kick or dispute to settle. Therefore, we ask that you publish the following article, which we desire printed for the good of the publishers generally throughout the United States, and also that we may have your opinion as to who is in the right in the matter.

On March 26, 1903, we signed a contract for running an ad for Cheney Medicine Co., of Toledo, Ohio, to be paid for semi-annually. The ad was to be "set in eight point type, not to be preceded by any paid notice, and on local, county news, or editorial page." We run the notice fifteen months without sending bill, as the amount was small. During that time we sent them the paper regularly, and supposed the ad was run in accordance with their wishes, as they made no complaint, and at no time did they ever write us that the position was wrong. When we sent them a bill, they remitted for nine months only, and wrote us that the ad was placed in the wrong position six months, and as the contract had not been carried out on our part they would not pay for that time. We investigated the matter, and found that they were correct about it; the ad had not been placed in the position specified, on account of the carelessness of our printer. We wrote them as much and told them that under the circumstances we would deduct one half from the bill, and asked them to remit balance. They replied that unless the contract was carried out exactly, the ad was of "no use whatever" to them and they could not "pay anything at all" for the ad during the six months it was in wrong position. We spoke of the matter to Mr. G. W. Gardner, editor of the *Weekly*, published here, and found they had done him the same way, only he lost, we believe, a year instead of six months. We have been in the newspaper business five years and have handled our share of foreign advertising during that time and have never had such an experience before. It has been customary with all the respectable advertisers we have dealt with to notify us when their ads were placed incorrectly, and when settlement was made, they always willingly allowed one-half pay for incorrect insertions. We believe the above case is only one of thousands, and you will be doing the newspapers generally a great service by giving space in **PRINTERS' INK** for the above, and commenting thereon as your judgment suggests. Very truly,

M. A. ROADMAN,
 Mgr. Plain Talk.

No one knows better than you do whether you did or did not put the advertisement where it had been specified that it should go.

You admit that for six months you did not give the position specified, and that the fault arose in your own office, from the careless-

ness of a printer or make-up man. You had a right to beg for mercy and suggest that you get half price for the faulty issue, but you had no right to demand half price nor any pay whatever.

The Cheney Company were within their right when they declined to give any compensation whatever for a service not rendered in accordance with the specifications they had plainly set down in advance.

There is too great a tendency to carelessness in newspaper offices, and large advertisers find it advisable to hold every newspaper to the letter of the contract.

Many large advertisers count, to a considerable extent, upon free advertising to be obtained in this way, and they are entitled to all they get, and if it teaches the newspaper man the good lesson to read his contract before he commences to carry it out the experience is worth to him all that it has cost.

If this is Mr. Roadman's first experience it would indicate that he is too good a business man to fall into many pitfalls of the sort here dealt with.

PRINTERS' INK would advise Mr. Roadman to do these things: First, have a heart-to-heart talk with the make-up man who was responsible for the fault. Second, write to the Cheney Medicine Co., tell them they are right, apologize for having asked of them money that was not your due, and thank them for teaching you a lesson, promising—in good faith too—not to forget it; and then, third and last, put all such contracts, in the future, into the waste basket unless you get at least double price for the service. Even then they are an injury to your paper, an injustice to your other advertisers and a reflection upon your business sagacity.

PRINTERS' INK is not a journal for newspaper men; it is a journal for advertisers, and the Little Schoolmaster takes this occasion to commend the methods of the Cheney Medicine Co. They are doing missionary work for the great community of general advertisers.

A BRITISHER'S VIEW.

"CROHAM," CASTLEBAR PARK ROAD,
LONDON, Jan. 3, 1905.

Editor of PRINTERS' INK:

On the same day as that on which I received the number of PRINTERS' INK containing Mr. Condry's letter, I was rather struck by the coincidence that the hospital nurse in attendance on my wife should ask me to "Pass the Condry's." Nothing remarkable in that you say. But wait. We had no Condry's Fluid, and as she had ordered the disinfectants herself she must have known it, and when I said so she replied, "I mean the potassium permanganate, it's the same thing." I wondered if it was and what Mr. Condry would have to say on the subject. I likewise wondered whether Mr. Paul Derrick or any of your enterprising agents with London offices had noticed Mr. Condry's letter and had followed the matter up, for if ever a field was "White unto harvest" it is that of disinfectants.

The Christmas holidays have passed since the above occurred and I have asked several of my friends of what disinfectants they know. Three mentioned one, in each case a different name, but none knew the cost, nor even whether it was put up in liquid or in solid form. Asked what they ordered when they bought disinfectants they replied, "Oh we only get it in the very hot weather and then we send for a tin of disinfectant." They all know what Grape-nuts is and they all know what Odol is, and yet think of the number both of breakfast foods and of tooth preparations on the market. Is it not obvious then that the first maker of a good disinfectant who starts a well planned advertising campaign is bound to make a grand success of it. Such a campaign must necessarily be educational to a certain extent for some time, as doubtless many are of the same opinion as my friend who only uses them "in the very hot weather." But how little education is needed in comparison with, say, that of converting a man from "ham and eggs" to a patent breakfast food. Don't think though that there is no advertising of disinfectants over here—only to-day when in one of the conveniences at an Underground Railway station I saw a mirror sign with the legend "Jeyes' Fluid—Awarded 110 Medals." The mirror was cracked and the damage thereto seemed to me in keeping with the idea of advertising in a place that had apparently not been disinfected for weeks, perhaps, indeed, not since "the very hot weather"! About as sensible an ad in fact as it would be to post a bill of a perfume on the walls of a guano works.

And then I suppose within a week or two of one man starting, thoroughly advertising a disinfectant, he will have half-a-score of imitators. It seems to me that advertising has its fashions, else why should there be half-a-dozen cocoas and not one coffee? Why several corsets and not one hose? Why many beef extracts and not one potted meat? Why?

Yours truly,

W. J. CASEY.

AN APPRECIATION.

LORAIN, O., Jan. 13, 1905.

Editor of PRINTERS' INK:

Having charge of the advertising end of a daily. I take this means of congratulating you upon the excellent articles in your recent edition upon advertising and circulation, and especially the article entitled "The Creative Advertising Solicitor." The old saying that an artist is born not made might well apply to the advertising solicitor or agent as you may term him. A fellow I believe who hasn't it in him may read and study all his life and yet never make a successful solicitor. In the first place I believe the solicitor must be a good judge of human nature and must also study the man from whom he is going to solicit business. He must also know when that man is in the mood to talk business and when he should leave him alone. It is a fact that there are hardly two men who can be approached in the same manner, and it is up to the solicitor himself to know how each patron must be approached, for all the reading he may do as to what constitutes the successful solicitor cannot decide that point for him. A very important fact brought out in your valuable article was, that a solicitor must know when to tell his story, and also when he has that story told, and when he should take his leave. It is too often the case that many solicitors are over anxious for business and make themselves a bore which quickly kills all the good he may have done before.

The articles on circulation and want ads were indeed excellent, and the fellow who cannot get some valuable hints from them must be shallow. Us little fellows out here in the country appreciate that kind of literature and hope you'll be kind enough to favor us with more of it in the future.

The writer often thought that articles from the pens of various solicitors who have charge of daily papers would make interesting reading to the hundreds of newspaper solicitors who look upon your valuable paper with much interest and respect.

Trusting that you will pardon this intrusion I beg the privilege to remain with best wishes, Yours sincerely,

A. J. KERN.

A WISE INVESTMENT.

THE GEORGE ETHRIDGE COMPANY,
"Successful Advertising,"
Decker Building, Union Square.

NEW YORK, Jan. 12, 1905.

Editor of PRINTERS' INK:

You will find enclosed our check for \$30 in payment for fifteen annual subscriptions to PRINTERS' INK, to be sent to the names on attached list. These are our outside men and the heads of our departments. The reason we are subscribing for PRINTERS' INK for them is that we want them to read it. The reason that we want them to read it is that we do not believe any man in the advertising business can attain the full measure of his usefulness unless he reads the Little Schoolmaster every week in the year. Yours very truly,

GEORGE ETHRIDGE.

THE SIX BEST MAIL-ORDER PUBLICATIONS.

THE AD CLUB
Of Western New York.
BUFFALO, N. Y., Jan. 9, 1905.

Editor of PRINTERS' INK:

What are the best five or six mail-order publications in this country.

Yours truly,

FINLEY H. GREENE.

The Little Schoolmaster submitted the above question to Mr. W. F. Hamblin of the Geo. P. Rowell Advertising Company. Mr. Hamblin thought the following six publications were best and he based his opinion on actual results obtained for clients:

Everybody's Magazine, Ladies' Home Journal, Woman's Magazine, Saturday Evening Post, McClure's Magazine and Collier's Weekly.

Opinions of pupils of PRINTERS' INK regarding the above question are invited and the lists sent in will be published. The one given by Mr. Hamblin is a mighty good one, yet the Little Schoolmaster thinks that interesting variations may be possible.

"THE SOONER THE BETTER."

W. W. MANN & Co.,
General Merchants.

STITTVILLE, ONT., Jan. 12, 1905.

Editor of PRINTERS' INK:

I for another would be highly delighted to see a "Store Management Department" opened in your valuable Little Schoolmaster.

The sooner the better.

Yours "10" dearly,

W. W. MANN & Co.

PLEASANT METHODS IN MEDICINE ADVERTISING.

Not many years ago our medicine men advertised their remedies by pictures of men and women in anguish from divers diseases. Now the pictorial invalids are all beautiful and in blooming health, often reclining gracefully in charming *neglige*, while they sip mineral waters or eat medicated candy. The names of the diseases, they could hardly be called complaints, to be cured are appended, but there is no look of worry or apprehension on their smiling faces, for they know they can be easily and pleasantly cured. Formerly long lists of distressing symptoms were forced upon our attention and under the influence of the suggestion we found on introspection that we had most of them. Now we are appealed to on every hand to be well and strong, and we unconsciously are affected by it; how much none can say. If mental suggestion will not set a broken leg, it is not certain that it will not stimulate a phagocyte to kill a microbe.—*The Independent*.

CREATING A MARKET FOR A WASTE PRODUCT.

A London firm had been importing from the United States considerable quantities of water-ground mica, which is used in the manufacture of wall-paper. Sometimes a few barrels would be shipped in which the mineral had been ground to a grade of fineness unsuitable to the ordinary purpose of ground mica.

By degrees several hundredweights of utterly unsalable mica thus accumulated. It was not worth the freight of re-shipment to the mine, so when the quantity accumulated had become embarrassing the importers began to cast about for some means of getting rid of it. The idea occurred to them of packing the rejected mica in small boxes, and advertising it for decorating Christmas trees at sixpence a box—water-ground mica being a light, impalpable powder, not unlike newly fallen snow.

The quantity of mica given for sixpence raised the price to many times the rate paid by wall-paper manufacturers for a suitable grade of the same substance. But the advertised "frost," with an attractive label and a fancy name, was so gladly received by the public that the rejected accumulation was soon worked off at a very large profit, and the importers, during several successive Christmas seasons, were obliged to use up many barrels of their ordinary merchantable mica as "frost" in order to meet the demand.—*London Times*.

A HEAVY DISCOUNT ON ADVERTISING STATEMENTS.

Even when advertisements are confined in newspapers to a very brief and boldly displayed announcement, a wise advertiser will use great precaution to avoid the extravagance sometimes associated by the public mind with large type; and, while "the irony of the understatement" can hardly be said to play a great part in advertisement writing, reckless exaggeration is depreciated by all expert critics. It has been well said that "advertisement writing is the art of presenting the truth in a favorable light."

The public has a keen and somewhat suspicious appreciation of the tone of advertisements, and is apt to discount rather freely any statements which have even the air of excess, especially as regards the proportion of quality to cheapness.—*London Times*.

NO FIELD MORE HIGHLY SPECIALIZED.

Agricultural advertising differs from all other, inasmuch as he who writes it must be in touch with the fields. He must know the various soil conditions as located in different parts of the country; he must know the breeds of live stock and poultry, and he must know the farmer, and be familiar with his home and surroundings, and his manner of living, also the owner of the suburban home, and the man of the city, who owns and conducts his farm simply for the pleasure it gives him as a relaxation from the more strenuous life of the city.—*Booklet from Proctor & Collier Co., Cincinnati*.

COMMERCIAL ART CRITICISM


BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A patient person with keen eyes could determine in the original of the Imperial Granum advertisement shown herewith that the drawing was very carefully made, and an excellent piece of work. The advertisement occupied a space $2\frac{1}{4}$ inches by $3\frac{1}{2}$ inches and the illustration was precisely half an inch wide.

The original drawing was probably a large one, and was undoubtedly attractive. There are

three in a small space and get nothing at all?

The cordial invitation to "laugh yourself to death" extended by this Street & Smith advertisement is not calculated to make a very



**How many Teeth
has Baby?**

**Imperial
Granum**
 the Unsweetened
**FOOD
for Babies**

**Helps the teeth to come.
It makes and keeps baby
strong and really healthy**

Send us your name and address and we will send you a *cute little rag doll for baby*, a *large sample of Imperial Granum* and our book of valuable help to mothers "*The Care of Babies*." **ALL FREE.**
 Write now to
JOHN CARLE & SONS
 183 Water St., New York City



No.2

favorable impression upon the reader, and the character of the illustration is on a par with the headline.

The man shown is manifestly a cheerful idiot of the most pronounced type. The inference is

No.1

no less than three babies in it, and the idea of attempting to show pictures of three children in a space half an inch wide and $3\frac{1}{2}$ inches long is certainly a startling one. It would be far better to have no illustration at all.

Why is it that so many advertisers think it is necessary to show a group of people in order to get a good illustration? Isn't it much better to show one baby, as in the illustration marked No. 2, and get a clear, distinct, pleasing picture than to attempt to show two or



Laugh Yourself to Death
 BY READERS
**Toothsome
Tales Told
in Slang**
 BY HAY EDWARDS
 Published by STREET & SMITH, New York

that the book is one which appeals to idiots or, worse still, that the advertisers are approaching the reader with the assumption that he is an idiot.

Advertising of this kind had considerable vogue twenty years ago,

but it is sadly out of date at the present time. It is distinctly in poor form and leaves an unpleasant taste in the mouth.

* * *

The judicious use of one attractive figure in an advertisement is exemplified by this Grape-Nuts advertisement. It occupied a full page in a current magazine and made an extremely neat and tasteful appearance. It seems that it should be obvious to everybody that this advertisement is far more



Pretty Cheeks

A Food that Makes Girls Sweet to Look Upon.

"THE right food for young ladies is of the greatest importance to their looks, as they realize the beauty of the body. You may be absolutely certain that, unless girls don't eat the right food, a beautiful girl will not be a long time in getting all round and well. For a long time, in spite of all I could do, my face, skin and complexion, my cheeks were thin, pale and sunken. My cheeks were so thin, I couldn't seem to get any more from my food—meat, potatoes, bread, etc. So I tried Grape-Nuts and, lo! my cheeks were plump and my face was sweet and rosy."

"I often read about Grape-Nuts, but never tried the food until one day something happened that perhaps I would not Grape-Nuts for my sweet and lovely I could digest and get the good out of my food. So I started on Grape-Nuts and, lo! my cheeks were plump and my face was sweet and rosy."

"With I began to improve and soon while on my third package I have obtained as my friends compliment me warmly, and go what is the world I have taken, etc., etc. My cheeks are plump and my face is so rosy and well. I sleep sound and I eat as though I couldn't get enough to eat. Thank you sincerely for making Grape-Nuts."—Helen Green, Boston, Mass.

There's a reason.

Grape-Nuts

strong and impressive than it would be than if the illustration showed a whole group of skaters, including the pond and the surrounding scenery.

Some people seem to think that in order to be realistic and impressive an illustration must go into all sorts of detail and show surroundings, background and perspective, that really have nothing to do with the point which the picture seeks to make. All these things simply detract from whatever force the picture might have, and this is a particularly important point in commercial art.

This advertisement of the Acme Ball-Bearing Caster is a good one in many respects. The picture of

the caster is shown and the copy is concise and to the point. The picture of the little child and the table is interesting but not convincing.

The fact that the baby has her hand on the table is not positive proof that she can push it around. In fact, a doubt is apt to arise as to whether so small an infant can



ACME BALL-BEARING CASTER

"THEY ROLL LIKE A BALL IN ANY DIRECTION"

ACME Casters make all furniture roll easily. A child can move the heaviest.

Send for Circular or Ask Your Dealer.

ACME BALL-BEARING CO., CHAPPAQUA, N. Y.

FREE THIRTY DAYS' TRIAL. Send 2 cents in stamps and we will send you one complete set. If not satisfactory, mail back to us, and we will refund your money.

push so large a piece of furniture, even if it is mounted on ball bearing casters. She ought not to do it, anyway—the lamp might fall off and break.

It may seem captious to criticize an illustration of this kind but it is obvious that it has a certain element of weakness along the lines above suggested.

MODERN METHODS IN MEXICO.

A newly opened establishment in the heart of the city has sent out a circular of which the subjoined is a portion:

"Our Fabrik is fitted up with all the most modern and indispensable electric machinery to the preparation and manufacturing of meats according to the European and American proceedings. Our manufactory is fitted up in such conditions as to guarantee our products for its good quality and hygienic cleanliness. They are sent to home if desired. We serve also petitions of sandwiches, at \$6 a hundred. Requests at gross must be made to the Fabrik or to the above said Sucursal."—Herald, City of Mexico.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Editor of PRINTERS' INK, New York City:

DEAR SIR—If I am not encroaching on your time too much, I wish to submit a case to you, asking you how you would treat it were you in my place. I might say that I have been a reader of **PRINTERS' INK** since its first issue, when I lived in New York, and expect to continue such as long as I can get it. It is certainly the "daddy of them all," and no mistake, and I would not miss it for all the other advertising journals put together.

This is a little town of 1,500 or 2,000 people, the business being mining on a large scale—the largest copper mines in Canada being located here and now shipping 2,000 tons of ore per day. But we find people here from all over—people of culture and refinement.

The ——— is the only paper published here, and by dint of the hardest kind of work, I have made it what is considered the leading weekly—no dailies within 150 miles—of this entire section. Naturally I have as advertisers all the prominent business firms. A new concern has just started a large clothing store in a good location, with a fine stock, being a branch in a way of a store located some miles distant. This man never does any newspaper advertising of any kind—so he told me, and I believe he tells the truth. He says frankly he puts his advertising in his show window. The window is a beauty, with plate glass, about twenty-five feet by eight feet in size, and magnificently fitted up.

He is deaf to all my arguments, which he probably thinks are from a selfish standpoint on my part. I firmly believe that he could be benefited by using space in my weekly—that is widely read and quoted—and changing his matter frequently. He affects to believe that newspaper advertising is money thrown away.

In my experience of twenty years I have never run across just such a case as this, and it is difficult to know how to treat it, and get him in line, to our mutual profit. I dislike to admit defeat, not so much on account of whatever amount might be involved, as because of the principle involved. In the town where his other store is located the local paper, I regret to say, is far below standard, and that might do for a reason, but here that excuse cannot be advanced. What would you do in such a case? I should be glad of your views, and if there is any charge for the same, kindly let me know what it is.

Yours very truly,

It isn't easy to say just how this merchant may be brought to see the error of his ways, in view of the fact that his is probably the largest and best store of its kind in

his town, and the town itself is so small that those who come into the main street can hardly miss his attractive window. His advertising problem would seem to be largely one of spreading the gospel of his goods and prices among those who live out of town, to the very limits of the territory from which he might reasonably expect business, thus creating a desire for goods that might otherwise never be considered as actual needs and bring people from the surrounding country to his town and store with greater frequency. He might in this way get a generous portion of the country patronage that may now be going to some other trading center. Even for his own town, the window is hardly sufficient, no matter how attractively arranged. He can't get everybody to stop in front of that window and read his window cards. He can't take his window into the homes and set it up in the presence of the family council that decides when and where father's new spring suit and Jimmy's Buster Brown garments are to be purchased. In the weekly paper he can get very close to the people he wants to reach. He can get the eye of the mother with children to clothe, gain her confidence before the actual buying time arrives, and get her attention to his window where nothing else would remind her to look at it. By the right kind of talk he can bring sales almost to that point where it is merely a matter of trying on the garments and taking the money, saving his own time and the customer's as well. He can often put goods into the paper that he wouldn't care to put in his window—and sell them. In the newspaper he can give wider publicity to special offers and bargains in a single week, than would be possible to his window in a month, and make sales which, without the newspaper, never would be made by him—

self or anybody else. It is easy to make people buy things that they could get along very comfortably without—to make them feel that they must have those particular articles. This merchant is no doubt "from Missouri," and he needs to be shown. Perhaps the best way to show him would be to try the relative merits of window space and newspaper space on the same proposition. Get him to put into his window, for one week, at a bargain price, some article in common demand, advertising in the newspaper for the same week an equally desirable bargain in a different article. Let him fill the paper and his window, with regular goods at regular prices for the next week. Then, for the next week, let him advertise in the paper the same goods and prices that appeared in the window during the first week of the experiment, and put into the window the same goods and prices that were in the paper for that week. There is little doubt that such an experiment will very materially increase his respect for newspaper advertising and make of him a regular advertiser, if he keeps careful tab on the results. But the copy should be strong and the ad should have a good position, for it will be somewhat handicapped by the fact that it is a new one, and will in some cases be an introduction to people who are not acquainted with the store. * * * The "Ready Made Man" in the days of yore solicited ads for a daily in a small city and several weeklies in near-by country towns, with the understanding that he was to go after the "hard ones," those which the papers themselves had not been able to get. It was something of a "stunt" to get anything out of it on that basis, but when all the good arguments he could bring to bear proved unavailing there was one simple scheme that rarely failed, and this is it: Size up your possible advertiser as to the size of space he ought, or might be induced, to use, taking care not to give him a bigger dose than he can swallow at the start. Get a line on his most seasonable and attractive offers and write a good strong ad

embodying one or more of them, as seems desirable. Set that copy up in the best style known to your best ad compositor, paste it in a copy of last week's paper, then take it around and stick it under Mr. Merchant's nose. It won't make him mad to see his name in print. It will impress him with the fact that you can do things and are not afraid to put up some of your own time and money to prove it. It will give him something definite and tangible to think about—something to look at that is of strong personal interest where before he saw only news items or the announcement of another merchant in a different line. If the sample ad happens to overshadow a competitor's ad on the same or the opposite page, that might help some, too. And if the difficulties of preparing copy for future issues seem to appall him, offer to do it for him at a nominal charge or none at all, and that will clinch the deal nine times out of ten.

Good Restaurant Ad from the Philadelphia Bulletin.

Hungry?

Get Supper at
MOSEBACH'S
18 and 20 N. Eighth,
Right in the heart of the
shopping district. Specials
at 25c. and 30c. from 4 to
10 p. m. Curry of Chicken,
Rice, Potatoes, Dessert, Coffee;
or Roast Lamb, Peas,
Potatoes, Dessert, Coffee; or
15 other combinations.

*How An Enterprising Undertaking Firm
Advertises in the New Haven
Register.*

Mortuary Chapel

Messrs. LEWIS & MAY-
COCK announce that they
have added to their undertaking establishment a commodious mortuary chapel having a seating capacity of one hundred and fifty and fully equipped with every convenience for funeral purposes. This chapel is freely tendered to those who, because of insufficient space at their residences, or for other reasons, are in need of a place where funeral services may be conducted in a quiet manner, and, if desired, perfect seclusion.

This One From the Albany Evening Journal is All Right. A Good Thing To Do and To Tell Of.

When in Doubt Telephone and Find Out

With a telephone at your residence you relieve yourself and family of many anxieties and cares.

For information regarding rates call

Contract Department
HUDSON RIVER TELEPHONE CO.,
Albany, N. Y.

A Good Piano Ad from the Memphis, Tenn., Commercial Appeal.

What Do You Think of That 25c. a Day Plan for a Piano ?

We think it is a good one. It is easy for you to save the money. As a matter of fact if you get in the regular habit of putting 25c. in that piano bank every day, you'll never miss the money and you'll have the piano to use all the time you are saving the money to pay for it. It's our business to give information—without charge, too.

O. K. HOUCK PIANO COMPANY,
Memphis, Little Rock, St. Louis.

Records Exchanged

Fifty cents and one old Columbia black cylinder record, in a late style box, buys three new Columbia records. I exchange new ones for old or broken ones on the above basis. Come in and see and hear the new \$25 Graphophone. It is the best cylinder machine made. Ten thousand Columbia cylinder records always in stock. Ten thousand Victor records always in stock.

Open evenings during the holidays.

HENRY HORTON,
295 State St.,
New Haven.

This One from the Atlantic City, N. J., Evening Union, Tells the Whole Story in Its Strong Headlines.

Laundry Called For and Returned in 10 Hours

We guarantee to Return Your Work in 10 Hours. We can do this Because we do the Work Here. We Solicit a Trial.

WHITE STAR LAUNDRY,
1719 Atlantic Ave.
Both Phones.

Here's a Time-saving Scheme For Any Dealer In Stove Repairs, and a Convenience That Will Be Appreciated By Customers. From the Alliance, O., Leader.

STOVE REPAIRS.

We are the Largest Makers of Stove, Range and Furnace Repairs in the World, and can Ship Immediately and Save You Money.

WE HAVE THE REPAIRS FOR YOUR STOVE. PRICE GIVEN ON REQUEST. FOLLOW INSTRUCTIONS CAREFULLY AND WE GUARANTEE A FIT.

Give name of stove(give all that appears)
Give number of stove (as it appears on stove), usually found on pipe collar or front part of stove
Give name of maker.....
Give latest date of patent
State if lining now in stove is brick or iron.....
State if stove has a flat bottom grate or in two pieces.....
State if fuel can be put in through front door or put in through covers.....
What kind of fuel does stove use
Parts wanted.....

WE SELL EVERYTHING NEEDED FOR A STOVE EXCEPT FUEL.

NATIONAL STOVE & SUPPLY CO.,

144 Bunker Street, Chicago, Ill.

One From an Excellent Series of These Paine Ads Are Good Because They Always Paint a Good Word Picture of the Article For Sale and Name the Price. This One From the Boston Post Also Contained a Good Cut of the Table Advertised.

The Nurse And The Doctor

will tell you that the success of a prescription depends on the purity of its ingredients. There is as much variety in medicine as in other merchandise. In our prescription-filling "Quality" is always our first consideration.

You can implicitly trust your prescription to us—quality, accuracy and the right price—are the never-failing trio upon which we think we have a right to appeal for your patronage.

HARDY & TARBOX,
Registered Pharmacists,
28 Broadway,
Farmington, Me.
Telephone 7-3.

This One From the Boston Globe is all Right Except the Philosophy and That's All Right Too, But Not in an Ad Whose Appeal is as Much to Men Who Drink as to Those Who Do Not.

"After a man sets up the drinks a few times the drinks upset the man."—Vorenberg's Philosophy.

A Mighty Good Overcoat for \$8.75

Heavy Vienna Frieze—in rich dark Oxford—made with warm fancy wool body linings—Satin yoke and Mohair sleeve linings—silk velvet collar—splendidly tailored—and positively worth \$15—the greatest special we have ever made, \$8.75.

VORENBERG'S,
The Big Store With Little Prices.
Boston, Mass.

Here's One From the Reporter-Argus, Oak Park, Ill., That Has Cleared the Usual Rut of "Prescriptionist" Ads.

"Prescriptionist"

long word but comprehensive. A "Prescriptionist" is one who makes a specialty of compounding Doctors' prescriptions. This is our specialty—therefore.

JOHN D. SUYDAM,
Prescriptionist,
Oak Park Avenue,
Oak Park, Ill.

In Carved Mahogany \$5.50

Go into any other store in Boston and the price of this Parlor Table is from \$7.50 to \$10.

Our price is \$5.50. Here is what you get: A solid San Domingo Mahogany Table in dark, lustrous finish; 28 inches high, 22-inch circular top; with hand-carved claw feet.

For any room in the house; for mere ornament; for cards or games; for a tea-table; for a reading lamp; for sewing materials; for reference papers or books; for a smoking outfit near your easy chair; in fact, for half a hundred needs this Table is worth twice our price.

PAINE FURNITURE CO.,
Rugs, Draperies and Furniture,
48 Canal Street,
Boston, Mass.

There is Never Anything Weak About Weakley's Ads.

Royal Wilton Rules the Carpet Family

Royal Wilton is indeed the queen of carpets and reaches the extreme of beauty and service. We show exquisite patterns—moss green grounds covered with oak leaves; Delft blues with darker figure; cheerful cerise designs; barbaric Orientals, and roses, roses everywhere. The coloring is superb and the thick velvet pile sinks under the tread.

Happy the woman who has a Royal Wilton.

Dressing tables in oak, mahogany and bird's-eye maple, \$10 to \$50. Beautifully gotten up—good ideas, good wood, good cabinet making.

C. S. WEAKLEY & CO.,
7 N. Market Square,
Harrisburg, Pa.